

 Local Artisan Collection

Florist Designed Program!

A Truly Original Arrangement



Helping you showcase your *Truly Original* Products to the World!

The heart and soul of 1-800-Flowers.com has always been the retail flower shops that make up our network of BloomNet Professional Florists! Each day, BloomNet Florists from across the country create *Truly Original* floral arrangements and gifts for their customers, showcasing the local design talents and floral artistry of their shop. It's that local talent, artistry, and commitment to quality that keep local customers coming back into their shop!



Part of Paradise Bouquet

Today's online consumers also want to purchase your local *Truly Original* products and we want to help! That's why 1-800-Flowers.com & BloomNet have created the **NEW Local Artisan Program** to help BloomNet Florists connect with consumers online to drive additional orders into your shops.

Introducing the 1-800-Flowers.com® *Local Artisan* Program

BloomNet Florists from across the country now have the opportunity to sell their *Truly Original* floral arrangements and gift & gourmet products on 1-800-Flowers.com.

Just send us your exclusive *Truly Original* product photo and details. If selected, we'll showcase your products, share your design inspiration, and spotlight your local Shop to millions of 1-800-Flowers.com consumers.

You create *Truly Original* local products, we'll find the consumers and send you orders for the local products you create each day. Together we'll Deliver Smiles to millions of happy customers!

What type of *Products* are we looking for?

- ❖ Fresh, unique products with a local artisan look & feel. Products should not look similar to products already sold on 1-800-Flowers.com.
- ❖ Products that express the local element of your neighborhood, community, or geographic region.
- ❖ Clear photography on a clean simple background. We even provide you with Photography guidelines!

Product Categories include:

- ❖ Everyday floral arrangements, plants, corsages & boutonnieres.
- ❖ Personalized sympathy & tributes arrangements & forms.
- ❖ Baskets for fruit, fruit & gourmet, candy, spa, baby, corporate, etc.
- ❖ Fruit/gourmet bouquets, arrangements & gifts.
- ❖ Unique gifts, wreaths sold in your shop!

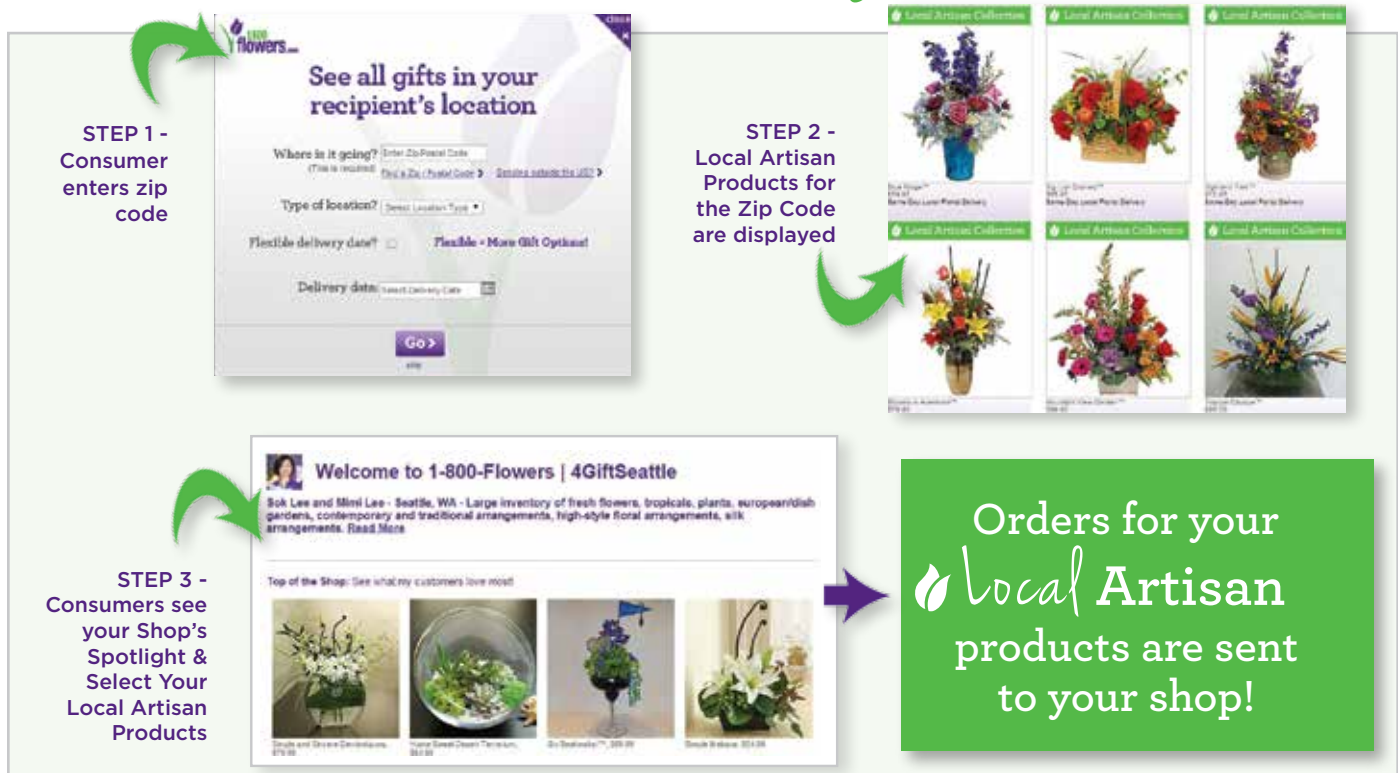


Diamonds and Pearls™

Here are just a few of the benefits of our *Local* Artisan Program:

- ☘ Enrollment is FREE (*limited time offer!*)
- ☘ Receive Global exposure to millions of consumers on 1-800-Flowers.com.
- ☘ Spotlight your Shop on 1-800-Flowers.com, including pictures, video, and your unique story.
- ☘ Increase incremental sales for your exclusive local products.
- ☘ Showcase unique, artisan, locally relevant products consumers are looking for.
- ☘ Re-sell your exclusive local products from your website on 1-800-Flowers.com.
- ☘ Support sell thru of Codified Hard Goods with your unique designs.
- ☘ Increase Average Order Values by selling exclusive local products at the price you want.

How will consumers find my *Truly Original* Products?



Getting Started is *Easy*: <http://tiny.cc/LocalArtisanProgram>

To submit your Local Artisan products, please follow these simple steps.

STEP 1

Complete the Local Artisan Florists Designed Submission Form <http://tiny.cc/LocalArtisanProgram>

- ✔ Product recipe & description
- ✔ Upload a product image of your design (*See the photography guidelines for best results!*)
- ✔ Tell us about the design inspiration for the product

STEP 2

The 1-800-Flowers.com® Local Artisan Team will review your submission within 10 business days.

STEP 3

If your Local Artisan Product is approved, our Local Artisan Product Team will contact you for your Shop Profile Details & Photos. Once your completed information is received, we'll start selling your Local Artisan Products on 1-800-Flowers.com!

Working together to celebrate your *Truly Original* Artistry



Hear what BloomNet Florists are already saying about the program!



“The 1-800-Flowers.com Local Artisan Program has proven to be a huge success for our shop. The program gives us the opportunity to showcase our designer's creativity and skills with a dash of our local flair! To date we have delivered over hundreds of our unique arrangements thanks to 1-800-Flowers.com Local Marketing Program. Our designers love seeing their special creations on the 1800flowers website.”

Margaret Flegel | 1-800-Flowers Twinbrook Floral Design



“Thank you for launching the 1-800-Flowers.com Local Artisan Program! It has been a great addition to our product offerings and a wonderful opportunity to highlight the creativity of our designers. We developed 3 designs that are only available in our local market and are exclusive to our shop. We were able to utilize hard good inventory we already had on hand to create arrangements that focus on our regional landscape.”

Cheryl Denham | 1-800-Flowers Phoenix



Help us celebrate your Truly Original Local Artisan Florist Designed Products today!

To get started go to <http://tiny.cc/LocalArtisanProgram>, email localartisan@bloomnet.net, or call us 1-800-BloomNet (1-800-256-6663).