

# The Business of Design

Floral specials to build your brand and your bottom line

## Corporate Creativity

CORPORATE LOBBY ARRANGEMENTS CAN BE A designer's dream — a welcome break away from the recipe work that dominates so much of a profitable business's repertoire. But how do you, or your designers, show a creative flair — and still keep a healthy profit? Shelli Walker — whose business does 72 percent of sales in corporate work — arms designers with retail prices of all product, so they can tally as they go along to make sure they don't go beyond the expected retail price. She also collaborates with her local wholesaler to buy — and then use — product that's in season and in abundance (which changes regularly — so designers have something new to work with practically every week). Whether it's a lobby arrangement or hospital flowers, Walker challenges designers to come up with a design with maximum visual impact and minimum labor and product costs. Some of their recent creations:

Parrot tulips (in abundance and on sale when they did the arrangement) nestle within an oval vase, grounded by clear gems, to create a stunning lobby arrangement (1). Vase life is a must for lobby work, and parrot tulips are up to the task. With just five minutes of labor, it retails for \$74.95.

Walker and her landlocked designers "do anything to try to cool ourselves down" — including a beach-themed lobby piece (2): sand, shells and grass create a beachy base, topped with

oncidium and dendrobium orchids, in a designer vase.

Roses are equated with high value — but you don't necessarily need a high stem count (3). This 18-inch vase helps package a high-end statement with the week's best looking roses. "It can be a small lobby piece, one on each side of the reception desk, or a new employee 'thank you'" Walker says. It comes together in five minutes, and "the perceived value is a whole lot more" than the cost.

Hospital clients looking for an affordable, memorable way to say "get well" find this a welcome surprise (4). Using shorter stem, non-premium roses, Walker's designers glue a small piece of foam into brandy snifter, add water, sheet moss and the three roses and lily grass — in not much more time than it would take to put three roses in a bud vase. "It's one that people gravitate toward because it's different," she says. They'll also love the price — \$19.95. "It looks like it would be expensive, but it isn't." 🌸

—Kate F. Penn

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Photos: 1) Parrot tulips and clear gems in an oval vase; 2) Yellow oncidium and purple dendrobium orchids, bear grass and pittosporum in a designer vase, placed on a cylindrical vase filled with sand, shells and grass; 3)

Long-stem roses, bear grass and rocks in glass vase; 4) Short stem roses, bear grass, moss foam in brandy snifter. All containers from H&J Marketing in Las Vegas. All fresh product from Greenleaf Wholesale Inc.



## Wanted: Your Best Sellers

Have a seasonal or year-round shop special that's good for both sales and profits? Send a photo of it to Floral Management editors, [kpenn@safnow.org](mailto:kpenn@safnow.org), or call us to tell us about it, so we can share it with readers. — K.P.