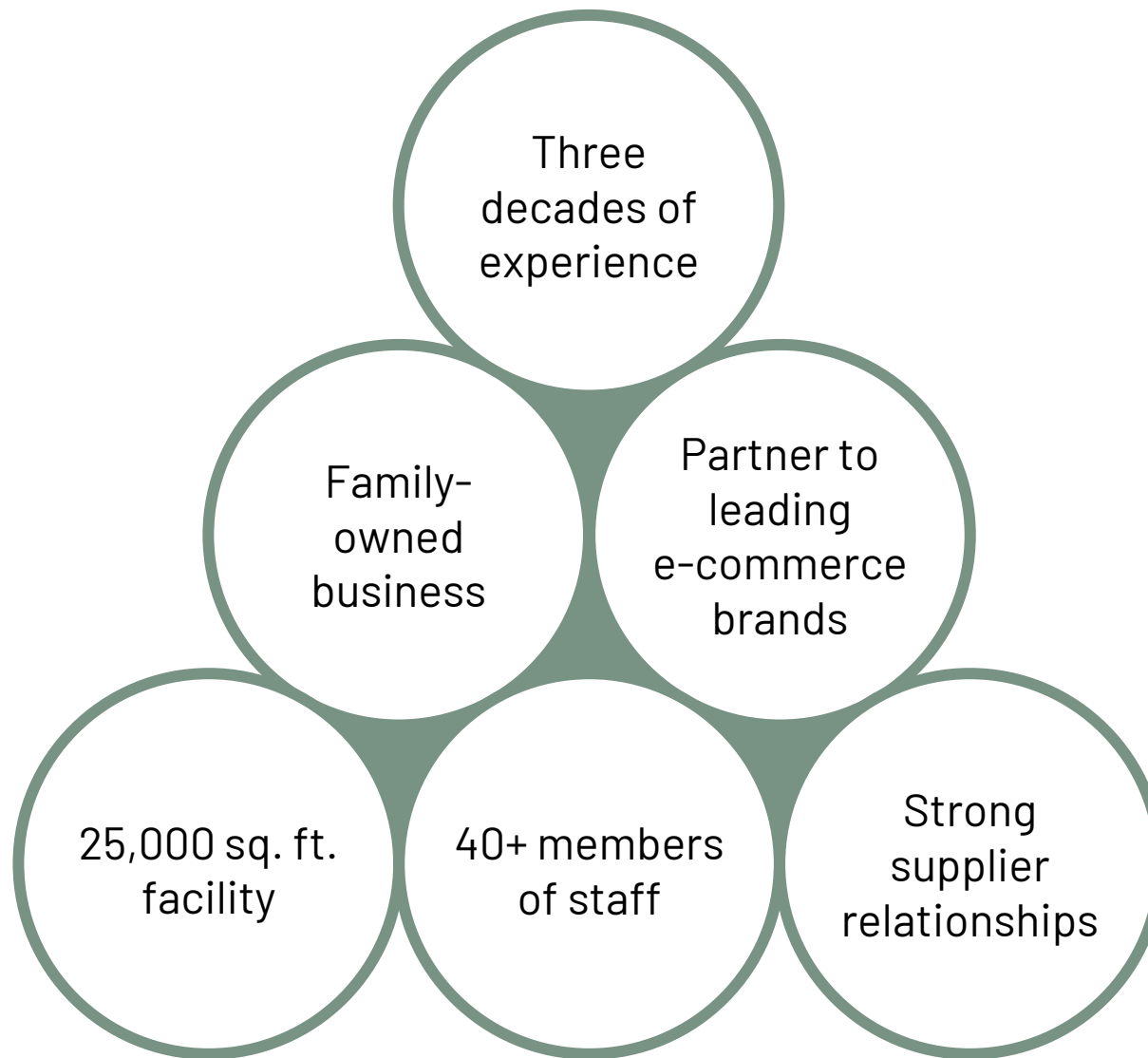


An Introduction into fulfilment

# Flowers & Plants

---

All Occasions  
Fulfilment LTD



We are gifting specialists and, across our family of brands, we fulfil tens of thousands of gift orders every week.

# FAMILY FIRST

Family-owned and family run. We have been part of the UK's flower industry for three decades. Over that time, we have built relationships with the world's finest growers, established working practices which put our craft at their heart, and built a successful flower fulfillment business on the foundation of our core values.

Our highly skilled and passionate team create thousands of fresh flower and plant gifts every day, all whilst maintaining the highest levels of quality and consistency

Helping our team to spend their time where it's needed most, our innovative production systems plug in our decades of experience. That means our team can work smarter – handling every stem, cutting and wrapping each bouquet and boxing them ready for delivery. So while our systems support us to scale responsibly and meet the exacting standards of each of our customers, they also ensure a personal touch to every order.



# LOCATION OPTIMISED

Based in Smethwick, our floral fulfilment centre is strategically positioned to accommodate next-day delivery for our customers.

Located just two minutes from the DPD UK national hub and 11 minutes from the Yodel National hub. We benefit from late cut-off times which supports our ability to offer next-day delivery across the UK - even for orders placed up to 9pm. On peak occasions, we work closely with DPD to extend this cut-off as late into the night as 1am, with deliveries then made same-day.

For our customers operating in store environments, we are lucky to share our estate with a leading UK logistics company who can accommodate any and every transportation need to depots and stores nationwide, with timed delivery options also available.





# ROOM FOR EXPANSION

With the latest equipment, optimised processes and additional resources at our fingertips, we're also helping our customers to grow. In the last two years, we've fulfilled a record number of orders.

Now, we're looking to the next phase of our growth. We've built dedicated photography studios, printing suites, NPD and presentation facilities, and we're building our team of specialists - all passionate about the flower industry. Together, we're working hard to deliver for our clients every time.

With easy integration techniques, we are quickly able to setup and start running within a matter of days. Already integrated with all couriers means there are no long setup delays.



**We exist to make gifting a joyful  
experience for all.**

And we pride ourselves on **quality, value** and **service**.



# WORKING TOGETHER

As you can imagine, we've learned lots during our 30 years in the flower industry - including how to source quality produce from the world's best growers. But that's only part of the story. Alongside that, we have become specialists in belted flower production, picking and packing and order fulfilment. Not to mention all of the little things that keep our operations running smoothly, of course.

## **Our supply chain**

We purchase our flowers via Holland's flower auctions, as well as directly from the world's best growers across Europe, Kenya and South America. This approach ensures a reliable supply of fresh, high-quality flowers which we use to create each and every one of our bouquets. It also means we're in a strong position when it comes to offering our customers highly competitive prices, without compromising quality.

## **Our production methods**

For our high-volume affordable ranges, we utilise our belted production lines. Here, our team is just as important, handling every stem, performing quality checks, sleeving and pricing. Our purpose-built belt lines allow us to work more quickly while delivering highly consistent levels of quality and uniformity in our output. The beauty of this is that we can produce large volumes of floral bouquets quickly - and that reduces the costs for you, making your flower offering increasingly competitive.

## **Delivering to your depots**

To get flowers into your stores, we typically take the approach of delivering to a centralised distribution hub, from which point orders for individual stores can then be fulfilled.



# Creating happy customers for retail stores

Our process is simple, but it's only possible through our unique fulfilment centre.



With vast experience dealing with retail stores, we are able to create, pack and barcode to your specification. Variations such as custom packaging, pack quantities and case sizes are all possible to maximise what would suit your brand best.