



Local and Intl: 800.520.8999
Web: www.starflor.com
Client Services E: cs@starflor.com

PRESS KIT

A BRIEF HISTORY OF STARBRIGHT FLORAL DESIGN

Starbright was founded in 1994 as a corporate and institutional florist in New York City with a mission to serve the non-walk-in and non-retail trades. The focus has always been to serve the corporate floral and decorating needs of our clients.

We occupy production and administration space in a loft on 28th street in the center of the wholesale flower market. Starbright is open seven days a week from 8am to 8pm.

In the past sixteen plus years we have had the opportunity to develop relationships and execute events at the most known venues throughout Manhattan. In excess of two-hundred of the city's top concierges at the leading hotels of Manhattan use us as their go-to florist.

Today Starbright is positioned to execute its plans for growth into the future with exemplary customer service and a quality product at a fair price. Protecting the standard of quality and service that we have set over the years is our priority. We will always be known as a supplier that offers a customer experience that earns five stars at every level; from the first encounter on the telephone to the execution of our client requests.

"When the history books write the Starbright Story, we will be judged kindly if we remembered to always do our best, give everyone we meet a smile and lead our industry with innovation, creativity, quality and service."

Statement of Mission, Starbright Floral Design, 14 September 1994.

150 West 28th Street – Studio 201 – New York City – 10001

"The Official Florist of the City that Never Sleeps"

"Located in the Heart of New York City's Historic Flower District"

Flowers, Festivals & Celebrations... It is what we do!

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CAPABILITIES AND SERVICES

Event Décor – No event is too big, too small or too unusual to receive the personalized service and expertise of an experienced Starbright representative. Starbright has an exceptional ability to get even the most unusual request fulfilled. Accordingly, many P.R. companies and corporate marketing departments have drawn on Starbright for their branding events and promotions. Trade shows, holiday parties, private home affairs, client hospitality events, weddings as well as events at the largest venues in New York City (and beyond), Starbright is the go-to florist for consulting services and decorations at any level. Our vast experience with NYC venues, allows us to draw upon the knowledge necessary to insure a seamless transition from floral design to event venue décor. We welcome you to review a sampling of our work at <http://event-flowers-nyc-style.com/#/page/home/>

Weekly Flowers – Seasonal floral varieties in a vase, altering in style from time to time, delivered fresh weekly. The floral varieties and arrangements will vary seasonally as well as weekly insuring fresh visual appeal to employees and visitors alike. The floral designs are sculpted with specificity and expertly to blend seamlessly and complement each client's unique décor. www.starflor.com/nyc_weekly_corporate_flowers_plants.html

Human Resources and Client Gifting – Starbright delivers gifts of flowers, live plants and fruit and gourmet baskets anywhere in the United States on a same day basis and with 48 hours notice worldwide. Starbright's vast network and expertise allows us to operate within any budget to provide corporate floral gifts professionally and proficiently. As part of our commitment to HR we can either help implement HR procedures or insure our client's HR existing flower policies are conformed with.

http://starflor.com/nyc_human_resources_florist.html

Plant Maintenance and Guarantee – To many of our clients we provide lush phalaenopsis orchid plants and/or live indoor office plants for a pre-set monthly fee. At a preset time and day of the week we arrive at the office weekly to provide expert plant care. When the orchids or plants start to drop their flowers or become unsightly, we replace the plants with new ones at no additional cost to our client.

www.starflor.com/indoor_office_plant_maintenance_care.html

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CAPABILITIES AND SERVICES – continued...

Sending Flowers Anywhere – Through our private network of florists we are able to send exquisite floral gifts as well as gourmet baskets and plants anywhere around the world. Locally we deliver anywhere in Manhattan even if the order comes in late in the afternoon. With about three or four hours notice we can send flowers anywhere in the USA during local business hours.

Employee Discounts – We offer our services at a discounted rate to the employees of all the companies that we work with. Once our relationship is established, any employee who calls upon us and identifies his/her affiliation will receive a discount on any floral (or related) gift that they send at anytime, anywhere to anyone. This is a benefit that they can use repeatedly and has virtually no limitations beyond a low minimum of \$35.

We are also involved with many clients and PR firms to create a variety of Co-Branding, Continuity and Cross-Promotional Programs.

STORE HOURS

- We are open and delivering seven days per week.
- Our Monday to Saturday hours are 8AM to 8PM.
- Sunday we are open from 9AM to 6PM.

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Starbright Floral Design is a member of the following professional organizations:

- NYC & Company – the tourism marketing arm of New York City. We have donated for all their events (including Annual Meetings, Galas, POW WOW, etc) since 1994.
- Society of American Florists – This is the lobbying body for all florists and cut flower growers in Washington DC. Nic Faitos (our Senior Partner) is a regular speaker on a variety of subjects with the organization’s conferences, annual meetings, etc.
- HSMAI – The Hospitality Sales and Marketing Association International.
- Chamber of Commerce – New York City
- Teleflora – a recognized leader in flower-by-wire services throughout the world. Starbright Floral Design ranks in the top 50 members in an organization of over 20,000 members worldwide.

Recognitions and Awards:

- The highest rated and most reviewed florist based on user reviews online (five stars across the board) on sites such as Citysearch, Google, Yelp and the like.
- Awarded “Best Florist of NYC” by Citysearch users.
- Selected as “Best Florist” for weddings by The Knot.

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CLIENT ROSTER SAMPLING

- The New York Marriott Marquis
- All W properties in New York City
- Gramercy Park Hotel
- Ernst & Young
- BBVA
- NYU Dental School
- Baruch College of Business
- Columbia University Teacher's College
- The Kitano New York
- Open Hospitality
- Axel Johnson
- Edelman PR
- Quintessentially
- NYC & Company
- Oscar de la Renta
- The NBA
- Jimmy Choo
- Benjamin Steakhouse
- Spirit Cruises
- American Eagle Outfitters
- World Yacht
- VISA USA

NOT-FOR-PROFIT ORGANIZATIONS THAT WE SUPPORT

- The Leukemia & Lymphoma Society
- Big Brothers / Big Sisters of New York City
- Fashion Fights Cancer
- Jumpstart
- Coalition for the Homeless
- The Ronald McDonald House

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TO LEARN MORE ABOUT OUR ORGANIZATION....

Our Website:

www.starflor.com

Our e-Commerce Portal:

www.starbrightnyc.com

Our Web Log:

<http://newyork-flower-shop-talk.com/>

Social Media:

www.facebook.com/StarbrightFloralDesign

www.twitter.com/#!/starbrightFD

LinkedIn Profiles:

www.linkedin.com/ (search: Starbright Floral Design and Nic Faitos)

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