


FLORAL DISTRIBUTION CONFERENCE
MIAMI | OCTOBER 21-23, 2015
NATIONAL TRUMP DORAL
MIAMI, FLORIDA

connect. learn. grow.



Kevin Ylvisaker, AIFD, PFCI



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2016 Consumer Buying Trends

Who Are They & How Do They Purchase

Consumer

Baby Boomer

- 51 to 69 years old.
- Spend more on themselves.
- No longer brand loyal.
- Want to feel good, hip, smart, sexy.
- Purchase by Word of Mouth Marketing
- Purchase In Store and Internet

Consumer

Gen X

- 33 to 50 years old.
- Comparison shopping generation.
- Entering their peak earning years.
- Use Facebook Marketing.
- Purchase via the Internet.
- Want to feel nostalgic.
- Love “perks” in addition to their purchase.

Consumer

Millennials

- 12 to 32 years old.
- Purchase from companies who care about the environment.
- Participate in Loyalty Programs
- Want instant delivery of products.
- Purchase on Cell Phones & Tablets.
- They want fair trade, sustainable and low carbon footprint products.
- Want products that support a cause.

Marketing In 2016



TECHNOLOGY

Hubspot.com Forbes.com

Smartphone Marketing Grows

Optimize Website for Mobile Viewing

Provide Phone Apps that allow Online Ordering

Personal Marketing Replaces Mass Targeting

Data Driven Marketing tracks customer habits and allows you to provide a Personal Experience for your Customer

Automated Marketing

Allows automatic scheduling of emails, texts etc.

Provides automatic notification of specials, design shows etc.

Net Results

ConnectAndSell

SharpSpring

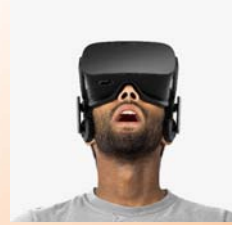
VR

Allows Customer to View your Cooler, Warehouse, Growing Fields etc.

Can be done using a Cell Phone

Done as Video or Still Frames

VR Oculus Rift



Headset allowing full 3D Walkthrough Experience

Millennials will support this technology

Fad? Billions on Dollars are invested in Oculus Rift

Release Date – First Quarter 2016

Snapchat

Focused on Millennials – Less is More – It speaks their language

Marketing Campaigns that have an Expiration Date

Only is shown for seconds and then disappears

iBeacons

Bluetooth Transmitters

Placed in Key Items in Retail Store, Wholesale
Warehouse or Growing Ranges

Provide instant Cell Phone information about a
product when in range

Facebook Instant Articles

Geared toward Publishers

Publishers feature their work right on Facebook
rather than being sent to an external link

Plans to provide Consumer Purchases right from the
Article

The Internet of Things (IoT)

Everything is Connected

Wearable Technology

Tracks and Targets People by their Every Move

Growers – Can track where and how long a customer spend looking at a certain variety

Wholesalers – How long was a retailer in my warehouse and what did they look at

Kevin's Tips

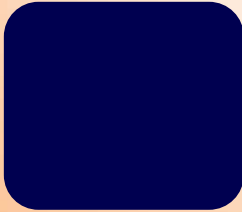
Wholesalers – When was the last time you invited your retail clients in just to let you know what they appreciate about you and what they think you need to change?

Manufacturers & Growers – Brand Marketing dies at the Retail level. Maybe that's the goal, or how do you brand your name to the end consumer, the retailers customer?



Color Marketing Group 2016+ World Key Color

North America
Uni-blue



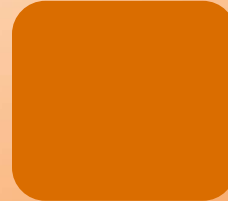
Europe
Brave



Asia / Pacific
Naturban



Latin America
Maiz



AkzoNobel



Leading paint & chemical coatings - Netherlands

Benjamin Moore



Simply White

Kevin's 2016 Color Trends

A collage of four color palettes for 2016, each featuring various color swatches and floral images. The palettes are arranged in a grid-like fashion. Palette One (top left) includes shades of yellow, orange, and pink. Palette Two (middle left) includes shades of green, blue, and purple. Palette Three (top right) includes shades of blue, green, and purple. Palette Four (bottom right) includes shades of red, purple, and blue. Each palette is accompanied by a small floral image and a list of color names and codes.

Kevin Yivisaker's 2015 Color Palette as prepared for the WFA&PSA 2014 Floral Distribution Conference

Palette One 2015
Pale
Transparent
Pearly softness
Pale Ivory to Light Peach
Romantic

2015

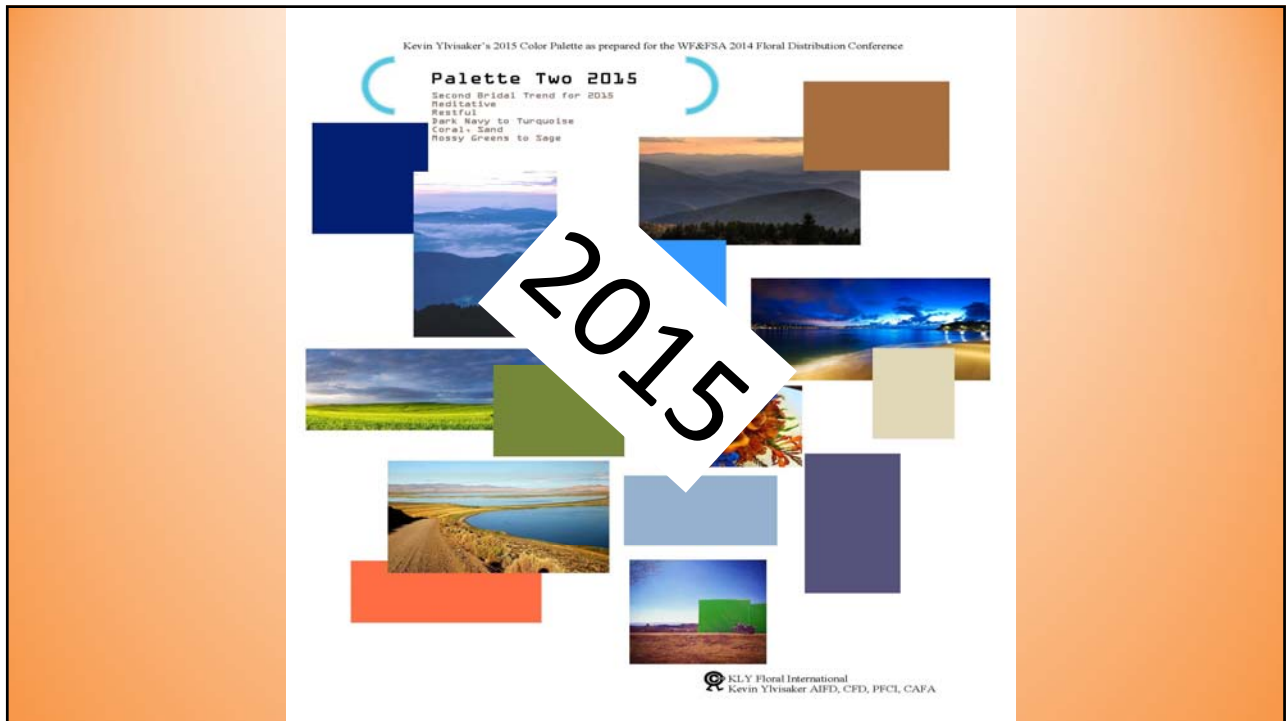
KLY Floral International
Kevin Yivisaker AIFD, CFD, FPCI, CAFA

Kevin Yivisaker's 2016 Color Palette as prepared for the WFA&PSA 2015 Floral Distribution Conference

Palette One 2016
Pastels
Roses
Pinkish Tans
Alabaster to Soft Blue
Metallic

2016

KLY Floral International
Kevin Yivisaker AIFD, CFD, FPCI, CAFA





Kevin Yvisaker's 2015 Color Palette as prepared for the WFAFSA 2014 Floral Distribution Conference

Palette Three 2015
Energetic
Lighter than 2014
Youthful
Risk of Full Color Wheel
Rotation

2015

KLY Floral International
Kevin Yvisaker AIFD, CFD, PFCL, CAFA

Kevin Yvisaker's 2016 Color Palette as prepared for the WFAFSA 2015 Floral Distribution Conference

Palette Three 2016
Youthful
Emerald V Grows Up
Garden Party
Retro Bright Palette Greyed
Refined Vintage

KLY Floral International
Kevin Yvisaker AIFD, CFD, PFCL, CAFA



Kevin Yivisker's 2015 Color Palette as prepared for the WF&FSA 2014 Floral Distribution Conference

Palette Four 2015

Regal
Luxurious
Calm and Relaxing
Sophisticated
Plush
Lavender, Plum, Brown & Moss

2015

KLY Floral International
Kevin Yivisker AIFD, CFD, PFCL, CAFA

A color palette for 2015 featuring various shades of purple, pink, and brown, along with images of a purple flower, a purple shoe, a purple high-heeled shoe, and a purple scarf.



SAF New Varieties Competition



CHISPA

Chrysanthemum

Deliflor
Latin America





ROSSANO CHARLOTTE

Chrysanthemum

Deliflor
Latin America

SASHA

Hydrangea

Arvi Farms Growflowers



CHOCOCCINO

Rose Spray

Euforia Flowers



MAGIC LIPS

Rose Standard

Bellarosa



ETRUSKO

Chrysanthemum

Deliflor
Latin America



2016 Plant Trends

Colored Phalaenopsis Orchids



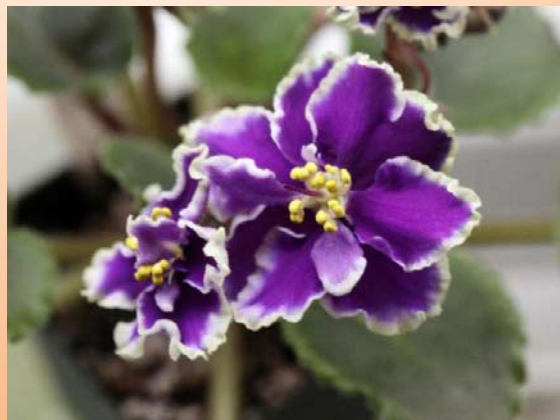
2016 Plant Trends

Colored Phalaenopsis Orchids
Anthurium



2016 Plant Trends

Colored Phalaenopsis Orchids
Anthurium
African Violets



2016 Plant Trends

Colored Phalaenopsis Orchids

Anthurium

African Violets

Bromeliads



2016 Plant Trends

Colored Phalaenopsis Orchids

Anthurium

African Violets

Bromeliads

Succulents



2016 Plant Trends

Colored Phalaenopsis Orchids

Anthurium

African Violets

Bromeliads

Cacti & Succulents

Begonias



2016 Plant Trends

Colored Phalaenopsis Orchids

Anthurium

African Violets

Bromeliads

Cacti & Succulents

Begonias

Kalanchoe



2016 Plant Trends

Colored Phalaenopsis Orchids

Anthurium

African Violets

Bromeliads

Cacti & Succulents

Begonias

Kalanchoe

Amaryllis



2016 Plant Trends

Colored Phalaenopsis Orchids

Anthurium

African Violets

Bromeliads

Cacti & Succulents

Begonias

Kalanchoe

Amaryllis

Gerrondo Gerbera Daisy



2016 Consumer Product Trend



Recyclable
Biodegradable



Environmentally Friendly



2016 Consumer Floral Trend

Organically Grown





**1. What Is Your Number One
Wedding Color For 2015**

1. Blush

2. Blue

3. Coral

4. Purple

5. White

**1. What Is Your Number One
Wedding Color For 2016**

1. Blues

(Navy, Aqua, Teal)

2. White

3. Pink

4. Purple

**2. What Flowers Do You Need Your
Local Wholesaler To Be Able To Get
For The 2015 Wedding Season?**

**Peonies
Succulents
Dahlias
Champagne Roses
Garden Roses**

**2. What Flowers Do You Need Your
Local Wholesaler To Be Able To Get
For The 2016 Wedding Season?**

**Hydrangea
Garden Roses
Colored Miniature Callas
Peonies
Herbs
Jasmine, Dusty Miller, Dahlias**

**3. What Is Your Local
Wholesaler Missing In Their
Cooler ? 2015**

Quality Flowers

Soft Colors

Tropicals

More Variety In Foliages

More Orchid Varieties

**3. What Is Your Local
Wholesaler Missing In Their
Cooler ? 2016**

Orchids

Star Lilies

Tropicals – Reasonably Priced

More Variety In Foliages

Colored Miniature Callas

Oregonia

4. What is your best selling everyday container, plastic, glass, ceramic, other ? 2015

1. Clear Glass (71%)

2. Colored Glass (17%)

3. Ceramic (9%)

4. Natural Pottery (2%)

5. Other (1%)

4. What is your best selling everyday container, plastic, glass, ceramic, other ? 2016

1. Glass (100%)

**5. What is your average
everyday design selling price?
2015**

\$40 to \$60



**5. What is your average
everyday design selling price?
2016**

\$40 to \$60



TIP Why is this important to the wholesaler

\$40.00 Design

25% Labor Charge

Retail florist can spend:

\$8.50 Wholesale

(\$10 Labor, \$30 Retail Product = \$40)

6. Do you buy “most” of your everyday flowers from your local wholesaler or direct from a grower, auction etc? 2015

- 1. All Local (80%)**
- 2. All except Roses (10%)**
- 3. All except Event & Wedding (5%)**
- 4. All Direct (5%)**

6. Do you buy “most” of your everyday flowers from your local wholesaler or direct from a grower, auction etc? 2016

- 1. All Local (70%)**
- 2. Most Direct (20%)**
- 3. Local Specialty Farms (10%)**

7. Do you buy “most” of your Wedding flowers from your local wholesaler or direct from a grower, auction etc? 2016

- 1. Most All Local (70%)**
- 2. Most Direct (30%)**

8. Do you buy “most” of your basic hardgoods from your local wholesaler or direct from a manufacturer or supplier?

2015

- 1. All (Most) Local (91%)**
- 2. Half & Half (7%)**
- 3. All Direct (2%)**

8. Do you buy “most” of your basic hardgoods from your local wholesaler or direct from a manufacturer or supplier?

2016

- 1. All (Most) Local (90%)**
- 2. Wholesaler Website (10%)**

**9. Where do you buy “most” of your Design Containers - local wholesaler, direct from a manufacturer or supplier?
2016**

- 1. Local (40%)**
- 2. Wholesaler Website (20%)**
- 3. Manufacturer Direct (20%)**
- 4. Thrift / Dollar Store (10%)**
- 5. Gift Shows (10%)**

10. Do you attend one of the major gift shows, where? 2015

- 1. Dallas (51%)**
- 2. Atlanta (37%)**
- 3. Chicago (10%)**
- 4. Minneapolis (1%)**
- 5. Toronto (1%)**

10. Do you attend one of the major gift shows, where? 2016

1. Atlanta (65%)

2. Dallas (15%)

Only 30% go to Gift Shows

11. If you attend one of the gift shows, why and what are you looking for that isn't available locally? 2016

1. Unique Containers

2. Trends

3. Christmas Themes

4. Permanent Flowers, Foliages

12. What could your local wholesaler do better for you? 2015

- 1. Fresher Product (No Dry Pack)**
- 2. Lower Prices on Hardgoods**
- 3. Volume & Early Order Discounts**
- 4. Design Shows & Classes**
- 5. New Advertised Products in Stock**
- 6. Longer Hours – Can order direct 24 hours**
- 7. Trend Merchandising**

12. What could your local wholesaler do better for you? 2016

- 1. Control Backorders – Better Notice**
- 2. Better Delivery Schedule**
- 3. Give Credit On Time**
- 4. Have my Sales Person Pull My Order**
- 5. More Upscale Containers**
- 6. Better Priced Tropicals**
- 7. Better Selection on Friday**
- 8. Stop Selling “Short” Stem Counts**

13. When is the best time for your local wholesaler to call you? 2016

- 1. After 3:00 PM (85%)**
- 2. Between 4:00 PM & 6:00 PM (10%)**
- 3. Morning (5%)**

14. What is the best way for your local wholesaler to communicate with you? 2016

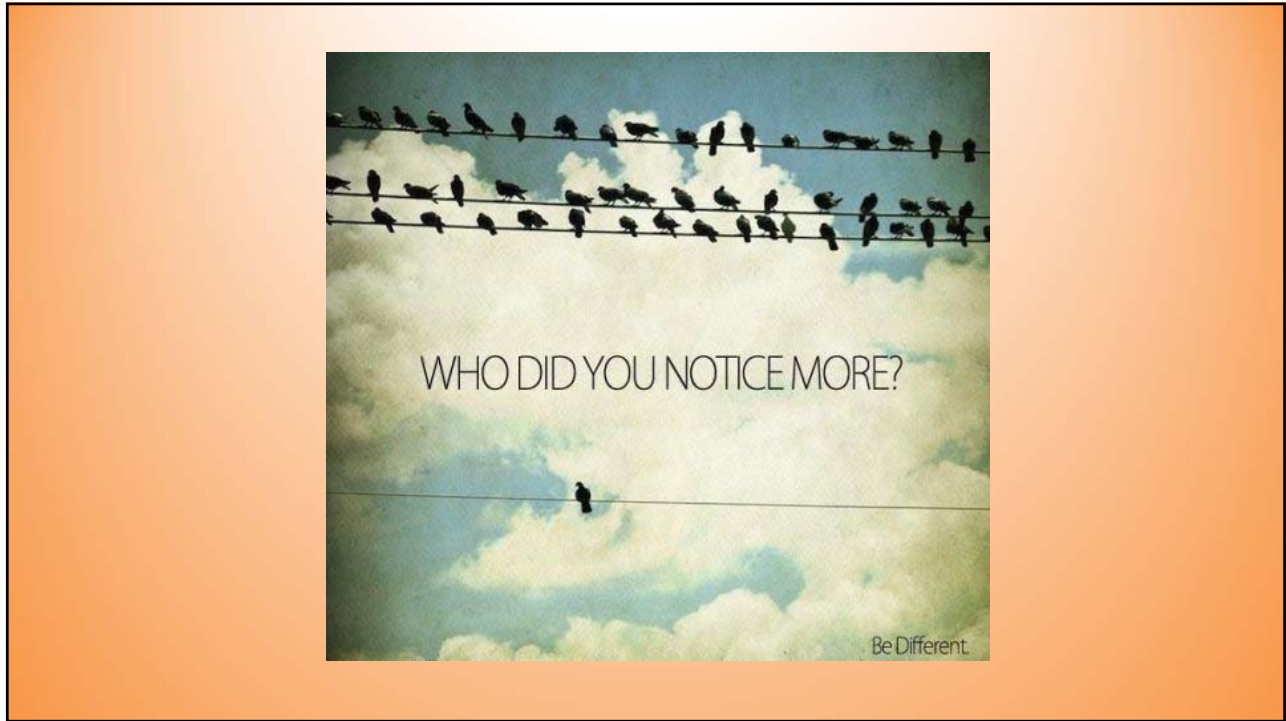
- 1. Phone (40%)**
- 2. Text (30%)**
- 3. Email (20%)**
- 4. In Person (5%)**
- 5. On Line Ordering No Contact(5%)**

15. What does your preferred wholesaler do better than the competition 2016

- 1. Deliver To Me Anytime**
- 2. Immediate Replacement of Product**
- 3. Receiving Credit Is Not A Hassle**
- 4. Wide Variety Of Fresh Product**
- 5. Doesn't Substitute Without Calling**

15. What does your preferred wholesaler do better than the competition 2016

- 6. Product Is Always Top Quality**
- 7. Posts Video Or Photos Of What's In The Cooler**
- 8. Have Refrigerated Trucks**



A Special Thank You

Smithers Oasis

Ocean View Flowers

Trish, Lin & Jessica – WF&FSA

Syndicate Sales

Berwick Offray

Florists' Review

Jim Hunnicutt

A Special Thank You

AMC Floral Chicago
Connectaflor
Ecoroses SA
Equiflor Corporation/Rio Roses
Foliage la Ilusion, LLC
Golden Flowers
Jet Fresh Flowers
Liberty Blooms
Montecarlo Gardens
Native Blooms
Pacific Floral Exchange
Sandeflowers
Valley Springs

Thank You



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