

## Silk flowers – A rosy future!

Silk flowers have a long history, the production of silk flowers was started by the Chinese as an art form. However, the Italians and French have been extremely influential in the development of artificial flowers and should take much of the credit for the different production materials and methods. Artificial flowers and are a multi billion pound industry, so why have we been so dismissive of their benefits?



Well there have been periods in history when there have been some bad ones, the 1960s are probably the most recent influence. The use of polymers and urethanes resulted in the mass production of plastic flowers, a nasty period in their history! Today we find ourselves in a 'purple patch' for silk production with products having almost unbelievable reality. The sense of touch still allows you to distinguish them from the real thing – just in case we get confused!



So we believe now is the time to give artificial flowers another chance, whilst silk flowers may seem like 'competition' to fresh can also be seen as a natural extension to a florists product range. Silks can reach new markets for you, the customers who are hay fever sufferers, the elderly who cannot easily maintain or clean up as fresh arrangements/ flowers wilt and reach the end of their life. Even customers who just love that certain flower whether it is in OR out of season.

With artificial flower production quality at a pinnacle, we can now be confident that they are good enough for all lines of work, corporate, weddings and special/ prestigious events. Their use can produce real returns on your time, having finished your masterpiece it can be used again and again at another venue or with another client. Silks are also perfect for retail displays, not just your own shop but as another source of income from other shops in you locality.

We believe it is time to embrace the use of silks again, simply be careful about the quality of the products you use (there are still cheap nasty, versions on the market). The silk flower does offer opportunity to extend the appeal of your business and provide greater returns on the time invested by you and your staff creating your art. After all the Chinese started production of Silks as art, we hope you use them in combination with innovative floral sundries to produce art again.



Your creativity is your differentiation and will produce a rosy future for floristry!

© Workbox Direct 2008