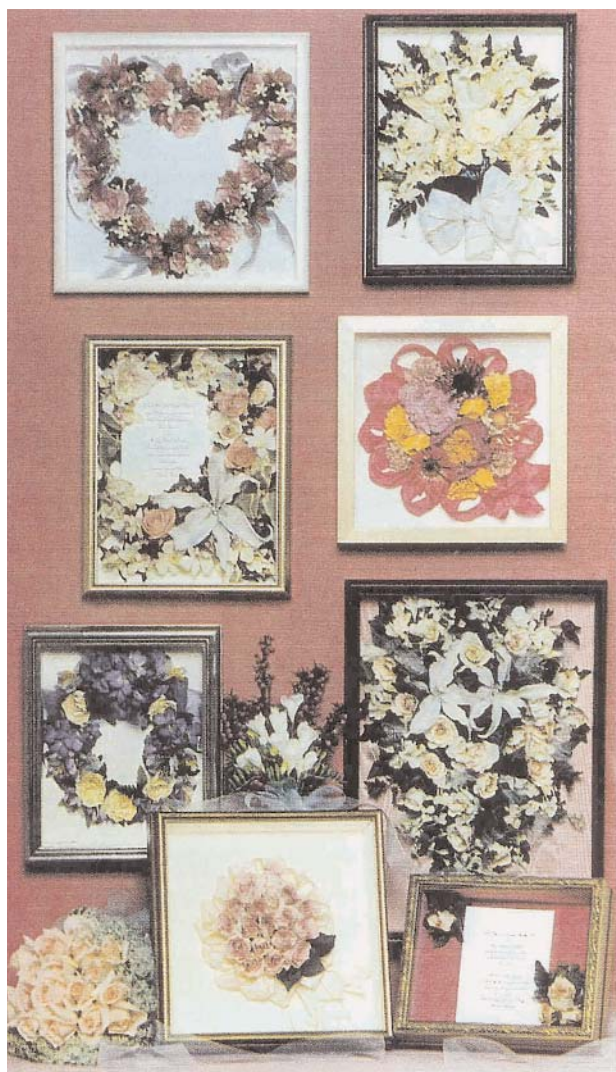


FLORAL KEEPSAKES

By Sallyann Roberts Moore



Keepsake Floral Inc. offers special occasion keepsakes in the six standard designs shown here. Its best selling keepsake, the 11-by-14 inch Cherish Design is second from the top on the left.

KEEPSAKE FLORAL INC., AN ORLANDO, FLA., flowers preservation firm, specializes in turning special-occasion flowers, particularly wedding flowers, into lifelong keepsakes. Florist can capitalize on sales of this popular wedding add-on through Keepsake Floral's referral-reward program.

Each keepsake features a framed floral design created with special-occasion flowers shipped directly to the company by the customer. The flowers are preserved through dehydration and sealed to retain their shape before being incorporated into one of six standard designs. The completed design is sealed in a shadowbox to protect it from humidity and other adverse environmental conditions. A bride can choose from nine shadowbox sizes, 21 shadowbox frame styles and 15 fabric linings to create a unique sentimental remembrance. Custom designs are also available. Keepsakes range in price from \$170 for a 6-by-9 inch shadow box to \$320 for a 16-by-20 inch remembrance.

Florists who subscribe to the Keepsake Floral service are listed in the company's database and receive a pink brochure stand filled with customer brochures. Participating florists provide their customers with Keepsake's brochure or its toll-free number. The rest of the work, from processing the order to collecting payment to shipping the completed keepsake, is handled by Keepsake Floral. Florists receive a 10 percent commission on each Keepsake Floral sale referred from their shop.

Dana Adkinson, a Keepsake Floral founder, says her inability to find a source to preserve her wedding flowers was the impetus for founding the company three years ago. Today Keepsake Floral has more than 2,000 referral sources located in all 50 states. The service is popular with florists, Adkinson says, because it answers an important need without creating additional work. "Florists want to offer this service because 'How can I preserve my flowers?' is such a frequently asked question," Adkinson says.

Keepsake Floral also offers a bridal registry for interested customers. Registered brides receive enclosure cards that can be included with shower and pre-wedding party invitations to alert gift-givers of the bride's desire to receive a Keepsake Floral remembrance.

Florists who would like to become Keepsake Floral referring florists can contact the company at (800) 616-KEEP for further information.

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