



**TELEFLORA UNVEILS NEW FLORAL SELECTION GUIDE**  
*New Floral Guide Focuses on What Matters Most to Partner Florists*

**LOS ANGELES (October 29, 2018)** – [Teleflora](#), the world’s leading floral gifting service, today unveiled its new Floral Selection Guide (FSG), sharing the industry’s latest trends and innovations in floral arrangements with its expansive network of professional florists. Backed by more than two years of research and extensive florist involvement, Teleflora’s new FSG focuses on what matters most to partner florists, and for the first time offers a fully digital version available as a mobile app and online e-book.

The new FSG showcases over 300 floral arrangements with a wide variety of completely new designs, along with significant developments, including re-imagined aesthetics that offer a freer, more organic feel and updated bouquet recipes that improve florist profitability. The bouquets are photographed in refreshed and modern settings, providing compelling aspirational imagery and a sense of scale to the arrangements.

“The driving force behind the development of Teleflora’s new FSG was identifying and addressing the floral trends and fundamentals that matter most to our partner florists,” said Jeff Bennett, president, Teleflora. “From bouquet updates that improve florist profitability, to a fully digital version that provides greater flexibility, we’re proud to introduce an FSG that will delight florists and consumers alike.”

Recognizing the growing shift to digital and online resources, Teleflora created a digital version of the FSG, available as a mobile app and online e-book. The digital book is simple to navigate and searchable by occasion, bouquet name, color or flower type. To provide ultimate flexibility, florists can even add custom pricing through the mobile app.

The Teleflora Marketing and Product Development teams conducted extensive research with florists and established an FSG Florist Advisory Panel to ensure that florists’ needs were considered at every step. Florists from diverse regions and different-sized shops were invited to share their perspectives and ensure that a representative sample of floral shop owners was included.

“As a local florist and Teleflora partner with more than 35 years of experience, I’m pleased that I had the opportunity to share my insights and experience with the FSG Florist Advisory Panel,” said Tim Farrell, Teleflora Education Specialist and owner of Farrell’s Florist. “The overwhelmingly positive response from my fellow florists underscores the value the FSG delivers to the floral industry as both an innovative guide and powerful resource.”

The guide includes a counter book to help florists walk undecided customers through the floral selection process in their shops, an expanded sympathy guide and a workbook for floral designers with recipes, images and dimensions for all bouquet versions.

For more information about the FSG, or to become a Teleflora partner florist, please call 1-800-421-2815 or visit <https://www.myteleflora.com/teleflora-member-benefits.aspx>.

**About Teleflora:**

Teleflora brings together the time-honored tradition of sending flowers with the modern benefits of an advanced florist network. By tapping nearly 10,000 partner florists in North America alone, Teleflora offers the kind of personal touches, artistry and expertise you expect from a trusted neighborhood florist—even if that neighborhood is across the country. No prepackaged flowers in nondescript boxes dropped on your doorstep—Teleflora's network of professional florists create artistic arrangements personally delivered in a vase, often on the same day. Teleflora makes every day an occasion with a two-in-one gift that includes a multipurpose keepsake container for long-lasting enjoyment. To order a bouquet, made by hand and delivered by hand by a local florist anywhere in the country, please visit [www.teleflora.com](http://www.teleflora.com). [Follow Teleflora on Facebook.](#)