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inter•flora

Preserving Nature's Beauty



Inter Flora handcrafts indoor and outdoor artificial trees, plants & custom floral arrangements for interior designers, home builders, commercial buildings, restaurants, staging professionals and the discriminating consumer. Inter Flora ships throughout the United States.

Spring trends for 2011

Flower color trend: Bold

"The eye-catching hue of honeysuckle has been named the 2011 color of the year by Pantone. You can expect to see this flower variety in wedding designs that seek an engaging, carefree style. The sweet fragrance of the honeysuckle pairs nicely with other festive, reddish pink flowers such as roses, peonies, tulips, ginger and freesia."

...David Caruso

Popular flowers include cymbidiums, hydrangea, dahlia, roses and even bamboo. Other floral that are popular include sunflower, artichokes and berries. Color trends for 2011 include poppy, tiger lily, terra cotta, blackberry and bronze.



Model Home in Bay Area, CA

State of the Local Economy

Housing demand is weak, with new-home sales reaching a record low and existing home sales falling 10% in February. A steady increase in distressed home sales continues to put downward pressure on price.

Economic growth accelerated in the fourth quarter of 2010, but the potential for setbacks is large, raising the possibility of slower near term growth.

Between February and March 2011, professional and business services employment reported the largest month-over month increase of 21,200 jobs.

What's new at Inter Flora?

Assisted Living

We continue to get requests from local assisted living and retirement communities. We just finished the fire retardant for Camden Springs in Elk Grove.

Model Homes

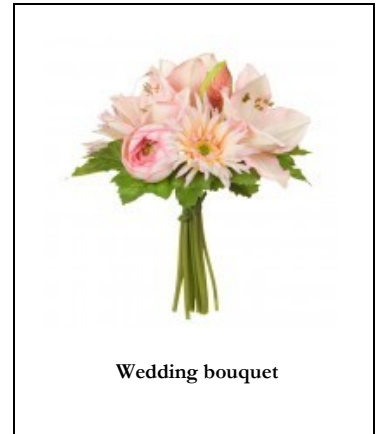
Model homes are starting to pop up in the San Francisco Bay area, Reno and Southern California. We seen an significant increase in requests for proposals last year.

Folsom Lake Ford

We just completed a project at the Folsom Lake Ford dealership. Take a look at the atrium and the Raphis palms we recently installed.

Visalia Convention Center

Inter Flora is just completing Black olive trees, Gingko trees, Raphis Palms and Areca Trees for the Visalia Convention Center.



Wedding bouquet



Holiday Inn in Waco Tx.



Bank of the West Towers, Sacramento, CA

Buying Silk Flowers:

Price Vs Quality

Obviously, there are vast differences in the craftsmanship and price of silk flowers. That old saying is still true ... you get what you are willing to pay for.

Although we call them silk flowers, artificial plants and floral are made from silk, polyester, parchment, velvet, latex, and special finishing treatments.

Inter Flora only carries the higher quality floral.

These higher end floral are more realistic and have wired petals, leaves and branches so you can bend them and shape them to look incredibly lifelike. Petals and details may be hand painted for that extra touch. The stems are hand wrapped with a natural colored floral tape. The construction is superior to lower end products.