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*The West Coast's Elite Supplier of  
Custom Artificial Trees & Floral*



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

### *Floral Trends for 2011*

Top designer: *Frank J. Andonoplas, Frank Event Design*

**Flower variety trend: Branch Out**

“Look for arrangements using elements such as berries, pods and interesting greenery in addition to classic wedding flowers. I think we will see a welcome hiatus from anything floating and/or submerged as well as the use of manzanita branches. I also hope we will be seeing more interestingly-shaped bouquets instead of the round and tight look of years past.”

**Flower color trend: Blue**

“I think we will see a lot of blue in 2011, moving away from all the purple we did in the last 18 months. Blue will be mixed with a variety of colors from orange to green, lilac to yellow.”

Top designer: *Sasha Souza, Sasha Souza Events*

**Flower variety trend: Petal Power**

“High petal count flowers such as peony, hydrangea and roses give brides the most bang for their buck and look romantic and opulent without breaking the budget. These flowers also lend themselves well to the romantic, open garden-style look that is so popular right now.”

**Flower color trend: Contrast**

“The flower colors should complement and make the colors stand out instead of matching...”

### *What's new at Inter Flora?*

**Model Homes**

Model homes are starting to pop up in the San Francisco Bay area, Reno and Southern California.

**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.

**VA Hospital in Las Vegas**

We are completing an order of artificial plants and trees for the new VA hospital in Las Vegas. Of course, all trees are treated with fire retardant.

**Redesigned WEB Site**

Take a look at our website. We are focusing on four marketing segments: model homes, hospitality, commercial and government. Take a look at our site and sign our Guestbook.

<http://www.pacificsilkskapes.com>



Bank of the West Towers, Sacramento, CA



Model Home in Bay Area, CA



Visalia Convention



Sandra Day O'Connor Federal Courthouse

**Outdoor UV rated foliage**

“What does “UV rated foliage” mean? If you’re buying artificial plants or trees, it means a lot to you, the consumer. You’re making an investment, and Inter Flora will offer you long-term plantscaping solutions that involve UV rated foliage.

Artificial plants or trees that are UV rated foliage are treated for extra color durability that will not fade over time. This is particularly important if the plant or tree will be placed in or near sunlight, or outdoors as opposed to an indoor setting away from the sun.

UV stands for “ultraviolet radiation,” which comes from the sun and exposes us all to its harmful rays without the proper protection in place. That’s why when we go to the beach on a sunny day, we’re likely to get a nasty sunburn. In nature, plants and trees filter out the effects of UV rays. Artificial plants and trees that are UV rated foliage have an extra layer of protection – think of a kind of sunscreen for artificial plants – to protect them from the sun stripping away their color.”