

Spring **2008**



Flora-tec

Newsletter

Welcome

Welcome to the first Flora-tec staff newsletter of 2008. I hope you've had a happy and successful year so far.

Now we've all had a little breather after the manic Christmas period, we're looking forward to the busy run up to summer. The exterior team especially are gearing up for a heavier, but more rewarding, work schedule; in this issue, Steven Phillips tells us a little about his vision for the summer ahead of us.

It's an exciting time for Flora-tec at the moment, with several new members of staff joining our interior and exterior teams in the past couple of months – see 'internal news' to meet them!

The brand new Site Master system is also almost ready to go. We have now received the handsets, and staff training is due to begin very soon. The bespoke software, which will help staff to organise their workload and allow customers to track our progress, will be up and running by late Spring.

We'd love to receive comments, ideas or contributions from staff for the June newsletter, so please get in touch with Amanda if you can help!

With very best wishes,

Andy



Revamped website

You may have noticed we've been having a bit of a spring clean on the website. It's now sporting a fresher colour scheme, and over the next few weeks we'll be introducing a whole new look and refreshing all of the information on the site.

If anybody has any ideas or comments about how the website could improve, please do let Amanda know and we'll take them on board.

Christmas success

Christmas 2007 was our best yet, with our widest range of trees, plants and decorations for our clients to choose from. Sales were the best ever, and we sold out of two brand new tree design schemes, Bird of Paradise and Champagne Truffle. We're delighted that our new lines have been so well received. As some of you will already know, we're already visiting exhibitions so that we add even more great products to the Christmas range this year.

Watch us blossom!

*Steven Phillips
looks to the year
ahead*

As some of you will already be aware, I was made Florattec's new Exterior Operations Director at the beginning of this year.

I'm so pleased to be in a position to help the company push its grounds maintenance and landscaping provision forwards, especially in view of the outstanding growth we've seen in these areas in the past year.

My workload has increased considerably this year. I've driven 4,500 miles in the last two months meeting and greeting clients!

My plan for the next six months is to gain a better understanding of the profitability and financial aspects of the Grounds Maintenance division. This will be helped by the introduction of Site Master, which will help us to much more easily estimate the time we spend on site and travelling, and the amount of materials we're using - all important stuff for ensuring that the Exteriors team is supporting itself effectively.

I'll be placing a real emphasis on staff training, creating real opportunities for professional development. The day-to-day management of sites and route planning are essential components of these roles, and I'll be looking for support with these.

So here's to the fantastic exterior team and another successful year - I can't wait!



Staff News

A big 'well done' to **Evelyn**, who is coping enormously well with the large increase in contracts in her area since the beginning of this financial year.

Michaela will soon become a proud mother. We wish her all the best in her new role, but can't wait to have her back! **Carolyn** has been doing an excellent job of holding the fort for the Ware interiors team while Michaela is away, with assistance from the exteriors team - thanks to all involved, your help is greatly appreciated.

As a side note, members of exterior teams nationally are assisting in interior maintenance, and doing a very good job. Training has been implemented to help them expand their skills in this area.

Sue Wilson from the Ware branch is due back next week and we eagerly await her return. Likewise, **Irene Hall** is recovering from a hip replacement operation and hopes to be back with us at the end of the month. We look forward to seeing them both back on the team. They have been greatly missed by their peers and clients alike.



ISO14001 environmental accreditation

We're just beginning the process of obtaining our ISO 14001 environmental accreditation.

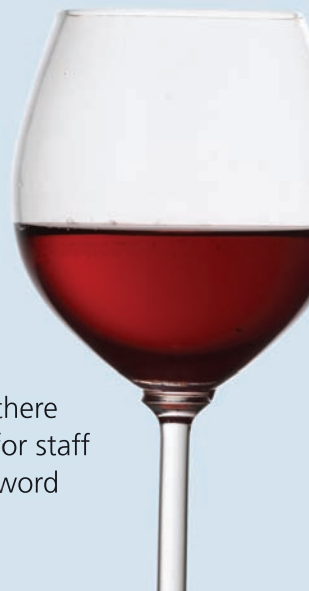
ISO 14001 is an internationally accepted standard that is designed to address the balance between maintaining profitability and reducing environmental impact. We'll be conducting a full audit of our business processes and their impact upon the environment, improving where necessary and creating a management programme for continual improvement.

Some of our larger clients have begun asking for this in the list of criteria we have to fulfil to get on to their preferred supplier lists, and we think it's important to stay ahead of our competitors where corporate social responsibility is concerned.

Customer referral incentives with 'floral notes'...

We're always really pleased when our customers recommend us to their colleagues and associates, so we're about to launch a new referral scheme. Every client that refers us to somebody who subsequently places an order will receive a bottle of Flower Label Beaujolais.

We'll be producing literature for this offer in the coming weeks, and there will be lovely incentives for staff who help us spread the word amongst our customers!



New starters

A warm Flora-tec welcome to all those who have joined the company recently. We're really pleased you've chosen to join our growing business, and hope you find fulfilment and success in your new roles here.



Jem Cornes

Cheshire and Environs

Jem Cornes started working on the exterior team in August, working with his Dad Trevor Cornes.

Ware

Alex McGregor joins the interior team, working out of our new base at Knap Hill in Surrey to cover new contracts. He has confidently taken over some very prestigious sites in his area, and has fitted in very well.

Also joining the Ware team, working on exterior contracts, is **Grzegorz Zebracki**. He has been working for us for a short while and we are now pleased to employ him on a permanent basis, working on Nick Williams' team.

Martin Jiles also joins the exterior team working with **Myles Bartlett**.

Midlands

Daniel Dodds and **Victoria Crawley** join the exterior team working with Nick Mowll.

Cambridge

Tom Collinwood has joined the exterior team to help Andrew Marson's team.