

Nationwide Open Houses Warm Up Winter Sales for Wholesaler



To generate some activity during the slump between New Year's and Valentine's Day, [Mayesh Wholesale Florist](#) invited floral industry professionals, retail florists and event designers to tour the company's 15 locations and enter a coast-to-coast design contest today.

At press time, the company received around 800 visitors during the open houses, said Yvonne Ashton, Mayesh's marketing director, adding that the Cleveland and Charlotte locations "had a little fight with Mother Nature."

"We wanted to turn what is historically a very slow sales month into something positive for both our employees and our customers," said Mayesh CEO Patrick Dahlson.

The national design competition elicited the most excitement for the event, with more than 240 total entries. Contestants chose from three boxes of flowers that included different combinations of flowers — but no red roses. "We wanted to focus on products that are just as beautiful and deserve the same amount of love as the red rose," Ashton said.

Open house attendees crowned a local winner at each location. A popular vote online Jan. 14-20 will determine the national champion, who wins a free trip to Los Angeles or Miami.

In addition to hosting the contest and tours, Mayesh demonstrated several of its new online tools, including [ShopMayesh.com](#), a 24/7 live inventory of fresh flowers that allows customers to buy directly from the company's shipping departments in Los Angeles and Miami, and the [Flower Library](#), a comprehensive guide to cut flowers complete with quality images.

Mayesh added these new avenues for business transactions because "we believe technology will play a large role in future growth," Ashton said.

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