



## For Immediate Release

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### **TotalFloral supports New Store opening at Weis Markets**

**White Marsh, MD:** On August 7<sup>th</sup>, hundreds of customers were greeted by Weis Markets as it celebrated the opening of its newest super center in White Marsh, MD, an upscale suburb north of Baltimore. The store's new layout featured a strong perishables presentation which included produce / floral, bakery / deli, and an eat-in area for patrons. The spacious format is complemented by a new high-impact signage / décor package intended to elevate customer interest while clearly directing them to the various departments.

The floral department secured a prime location at the entrance to the store adjacent to produce. The department will benefit from a strong traffic pattern as customers enter the store. Fixtures for the shop included a low-profile self-watering bouquet cooler, about 20 feet of integrated step fixture, floor space for two large displays, and a work station. Executing the set up of the floral department were Cina Mellott, Floral Category Mgr. and the staff of TotalFloral, Weis Markets' floral partner. Together with the floral associate they built a large back-to-school 10" plant display on the sidewalk which greeted new patrons to the store. Inside, fresh bouquets and consumer bunches took center stage. Balloons and mobile bouquet fixtures were strategically placed throughout the store to capture additional impulse sales. To celebrate the opening, hundreds of single-stem roses and balloons were handed out to happy customers.

TotalFloral is a professional service firm specialized in delivering a unique blend of products and services aimed at ensuring retailers' success in the floral category. Learn more about TotalFloral at [www.totalfloral.com](http://www.totalfloral.com)

If you would like additional information, call Chris Buss at 877-696-4200 x23