

Real Problems vs. Silk Simplicity

Why choose silk flowers? Aren't real ones always better?

Not always. Fresh cut flowers may be beautiful but they do have many drawbacks. Their biggest downfall is their high prices that show no sign of falling. The fresh cut floral industry is in a major crisis, suffering primarily from escalating production costs. According to *Florist's Review*, the costs of labor, land, fuel, plants, fertilizer, etc., have skyrocketed for growers, resulting in higher prices for fresh flowers. Plus, consider the following:

The Reality of Real

- Real flowers last **7 days** at best.
- **Expensive.** If you spend \$80 per week for fresh flowers for 52 weeks a year, you'll spend \$4,160 per year. **Your cost over 7 years is \$29,120.**
- **High maintenance.** Falling leaves & petals, stale water.
- **Attract bugs**
- **Trigger allergies**
- **High carbon footprint.** Most fresh cut flowers in the U.S. are imported from South America and Holland, leaving a massive carbon footprint from aircraft emissions created by shipping the flowers so many miles. Domestic delivery trucks create harmful emissions, too. Fresh cut flowers are also sprayed with pesticides that damage our environment and the health of the workers harvesting them.

The Beauty of Silk

- Silk flowers last **7 years** or more.
- **Inexpensive.** Purchasing 4 silk floral arrangements (to rotate periodically), each \$150 and lasting 7 years or more, will cost you **only \$600 over 7 years.**
- **Low maintenance.** Only occasional dusting needed for busy people on the go.
- **Bug-free**
- **Allergen-free**
- **Eco-friendly.** Silk flowers leave a much smaller carbon footprint as their everlasting beauty requires far less shipping (thus fewer aircraft emissions) – and they're pesticide-free.