

Real Problems vs. Silk Simplicity

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

Not always. Fresh flowers, plants and trees may be beautiful but they do have many drawbacks. The biggest downfall, particularly for fresh cut flowers, 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.**
 - Consider the cost of a live interior plantscaper for a business: \$18/plant x 10 plants = \$180/month x 12 months = \$2,160/year x 7 years = **\$15,120 for 7 years of live plants.**
- **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 and live plant leasing 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:**
 - A one-time investment of 4 silk floral arrangements (to rotate periodically), each \$150 and lasting 7 years or more, will cost you **only \$600 over 7 years.**
 - Consider an investment in silk plants and trees: An average 6-foot silk tree = \$199; an average 3-foot silk floor plant = \$99. Assume an office has five 6-foot trees x \$199 = \$995, and five 3-foot floor plants x \$99 = \$495. Total for these 10 plants = **only \$1,490 for 7+ years of plants.**
- **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.