



House *of*
Flowers



Jim Kolb, Owner of House of Flowers, is a 4th generation florist with roots in the industry stretching as far back as the early 1900's in Beaver Dam, Wisconsin.

Many of House of Flowers vendors have dealt with generations of the Kolb family and there are cherished memories of being down at the wholesale house and greenhouses as a very young child.



"My first job was literally to put corsage pins upright in styrofoam blocks so the designers could use them more efficiently when making corsages in the 1970's."



After purchasing the suffering See Saw Flower Shop in 1993, the store was immediately re-branded and House of Flowers was established.

In addition to selling cut flowers in a tiny footprint of a building, some home accessories and gift items were added.

Capitalizing on the location across from a historic city cemetery, cemetery floral placement service and accessories were added as well.

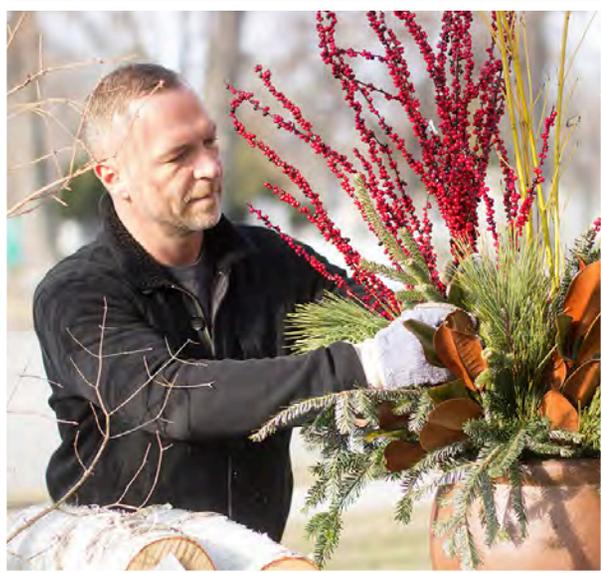




In 1995, a greenhouse and specialty bedding plants were added to the product mix.

As years progressed, perennials, soil and amendments, garden statuary and sculpture as well as pottery were added.

Today, this area of the business, now called the "Garden Shoppe," includes a highly sought after planting and maintenance program for homes and businesses.



Each season, container gardens and storefronts are transformed to include trendy plantings and seasonal décor.



In 1998 the shop had outgrown its original location and moved 2 doors down into a space that nearly doubled what it could provide in inventory and selection.

Following this move, Kolb started working with an agency to improve the overall look of its brand and develop a new chapter in what proved to be a worthwhile investment. A website.

By the year 2000, the branding initiative included a new logo, print ads, vehicles, brochures and in-store signage. This propelled the shop as one of Oshkosh's top brands in the new millennium.





In 2002, a brand new stand-alone 4400 sq. ft. showroom and design space with a full basement and storage was designed and built at 1920 Algoma Blvd between the 2 previous locations.

Highlights of the new space include:

- The new state-of-the-art store was designed with an open concept design room which allows visitors to see all of the beautiful work being made right before their eyes.
- An intimate consultation area with a fireplace was created for planning client's special events.
- An outdoor pergola and patio space provides a garden effect for customers browsing the seasonal Garden Shoppe.
- Vastly improved showroom space and the addition of well-known lifestyle brands in home décor, personal care and specialty foods. Additionally, hand bags and fashion accessories are added at this point.





In 2003 HOF hires an accredited Interior Designer, Randy Brock to assist in store merchandising and attend buying trips as well as add interior design services to the growing list of professional services provided.

The merchandising and store displays become well-known throughout the industry as some of the finest in the state.





Throughout the following years, House of Flowers continues to improve its branding, website, and over overall customer experience. Long-standing relationships are formed.

During this period, House of Flowers establishes itself on several social media platforms. This has proven to be a fantastic means to showcase our work and keep folks in the know about events, contests, holiday promotions, and even the silly things Eddie, our Golden Retriever shop mascot, does as he strolls around the shop greeting clients.

Keeping the brand fresh and exciting as well as the cultivating the vendor relationships as partners in business has been key to success.

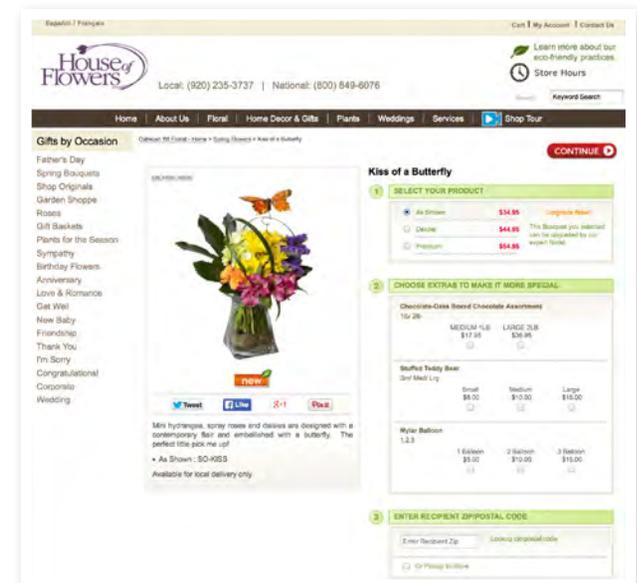
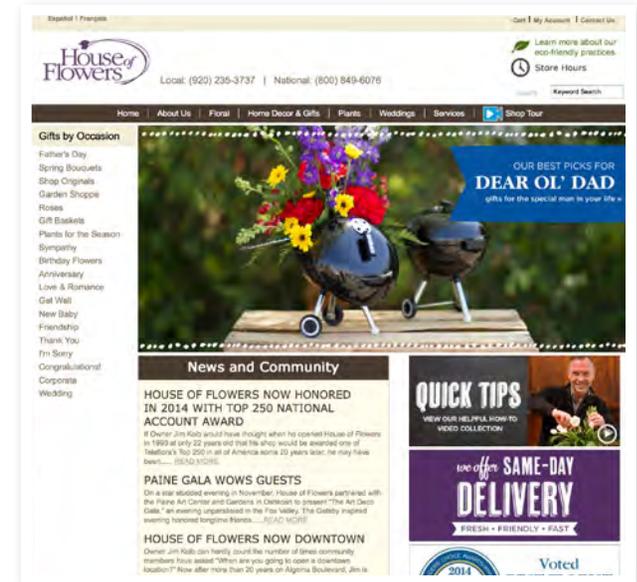


TECHNOLOGY AND STAYING POWER

As the shop continued to grow, House of Flowers felt it was necessary to purchase a Point of Sale floral accounting program. In 2000, DAISY was installed and utilized for many years. With news the server needed to be upgraded to become more compliant with credit card security, HOF decided to upgrade to Teleflora's Dove POS system. The data conversion occurred in early 2013 and currently utilizes Deliver Manager including email confirmation of delivery, Advanced Marketing, Gift Card Module and most recently Event Manager.

The Dove POS system and the team at Teleflora are considered to be a great "partner" in our desire to improve the overall customer experience when shopping with us. Additionally, the staff finds all aspects of the software user friendly and efficient. HOF regularly sends out reminders of upcoming occasions and has been a big part of the shops continued growth.

House of Flowers has always treated its website as a second storefront. With the help of the team at Teleflora, a custom site was created utilizing the framework of the standard eFlorist sites but added enhancements to better follows the diverse selection of products not available on the standard template. This has been a worthwhile investment and currently the site is being redesigned and will include some new features. The new and highly anticipated pages of the site will be more in line visually with our current branding efforts as well. With almost a year in planning, the new site is expected to be launched in July of 2015.



INDUSTRY RELATIONS AND SUPPORT

House of Flowers regularly attends and occasionally teaches industry design programs through our state association, WUMFA (Wi. Upper Michigan Florist Association). Owner, Jim Kolb and the award winning design team at House of Flowers have provided countless hours of volunteer time in the earlier days in business and have continued its annual membership for over 20 years.

Over time, Kolb and the team have been guest designers for programs held at the state level as recently as March of 2015. Through this exposure and industry word of mouth, House of Flowers has become one of the premier “shops to see” within the state and has regular visits from vendors, shop owners and designers. We are happy to answer questions about practices, procedures, marketing, etc. and have even given considerable input to Teleflora as they continue the improvement of software and eFlorist sites.





In 2013, special details are looked at as far as branding. Gift cards, care instructions, invoices, vehicle graphics, indoor signage, and non-delivery tags are all re-designed to have a more cohesive look.

All print and email advertising is fine-tuned with the help of graphic designer Barron Biros.

A seasonal catalog is produced for the first time in March of 2015.





In January of 2015, Kolb starts negotiating the merger of a small event rental company located in downtown Oshkosh.

In recent years, Fleur Couture gained a strong hold in the wedding and event business. Wanting to provide a truly full service, one-stop-shop for bridal couples and corporate clients, Kolb remodels the lower level of House of Flowers and purchases Fleur Couture from Jennifer Jones.

Several key people from the company are hired on as staff to manage the new division and former owner Jennifer stays on as a consultant and freelance designer through the transition.

The new sister company is re-branded Couture Events, located within House of Flowers.





Adding to our list of services:

- Linen Rentals
- Ceiling Treatments and backdrops
- Complete event management and day-of planning services
- Proudly supporting the DIY movement for non-profits and bridal
- Vase, vessel, prop, and décor rentals
- Lighting options for events
- Invitations and paper



The range of services House of Flowers can now provide under one roof is the most extensive in the region and perhaps even the state.

This new chapter has once again breathed new life into a 22 year old business and will allow for continued growth in the House of Flowers + Couture Events history and brand.

"We have the ability to handle a black tie gala of 300 to a DIY farmers market wedding that just needs to rent some vases and a few linens."





House of Flowers + Couture Events has outshined competition by creating an experience unlike any other.

Even if you just need a single flower, you are met with the dazzling displays and superior service. Elegant, yet approachable is always in the back of our minds as we make seasonal buying decisions. We even display \$1.25 items creatively and tastefully.

Price points in all ranges are closely monitored throughout the season and we are careful not to become too fancy or expensive so everyone can enjoy shopping with us regardless of what they have to spend. They can still get something very special.

ABOUT US

House of Flowers is an independently owned, profit making enterprise that was established in 1993 by owner Jim Kolb at the age of 22.

We staff 20 employees with a seasonal increase.

Recognized as a “Top 250” Teleflora member of 18,000 members.

House of Flowers

1920 Algoma Blvd | Oshkosh
HouseOfFlowersOnline.com

fb.com/HouseOfFlowers
   @OshkoshHOF



AFFILIATIONS

We are a member of Teleflora, FTD, Oshkosh Chamber of Commerce, Society of American Florists, Wisconsin-Upper Michigan Florists Association.

House of Flowers regularly attends and occasionally teaches industry design programs through our state association WUMFA (Wi. Upper Michigan Florist Association).

Management serves on many steering committees for fundraising efforts for non-profits within the community.

The House of Flowers design team are regular guests on several morning news programs, most notably Fox 11 WLUK Living with Amy.

House of Flowers has operated a satellite operation within the Mercy Medical Gift Shop in Oshkosh since 1999.

Owner Jim Kolb is a recent graduate of Leadership Oshkosh 2015. A chamber sponsored leadership program that included serving as an adjunct board member for the Oshkosh Convention and Visitors Bureau.

ACCOLADES

House of Flowers has been awarded “Best of Oshkosh” by the readers of The Oshkosh Northwestern 10 times since the creation of the contest in 2003.

In 2005 through 2007, House of Flowers sponsored and produced with help from Limelite Studios, and 30 minute program called Design Details. This program was awarded the 2007 “Wisconsin Public Television Award of Excellence”

Jim Kolb and staff as well as the store alone has been awarded many various awards throughout the years including the “2008 Small Business of the Year” by the Oshkosh Chamber of Commerce.

Owner Jim Kolb is recognized in the community by receiving the “Four Under 40” award in 2009.



