



D V F L O R A  
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General / media release

February 18, 2013

## **Delaware Valley Floral Group Opens 2nd Distribution Center in New England**

On February 18, 2013, Delaware Valley Floral Group (DVFG) announced the opening of a second Distribution Center within its New England sales region. The 8,000 square foot facility is located at 577 D Hartford Turnpike, in Shrewsbury, Massachusetts. This newest Distribution Center is strategically located to maintain and improve service level commitments to DVFG's growing New England customer base, while also positioning capabilities to expand further geographically throughout the New England Region.

DVFG opened its first New England Distribution Center in 2009, when it acquired assets of the former Seagroatt Wholesale Florist, located in Cromwell, Connecticut. DVFG will continue to lease and operate out of the Cromwell facility to support customers throughout Connecticut and portions of western Massachusetts.

Jack Chidester, DVFG's CEO, stated: "Since first deploying our capabilities and services into the New England region in 2009, we have enjoyed the opportunity to serve a growing base of customers in this expanded geography. We are committed to this region, encouraged by our success, and thankful for the support of our New England customers."

John S. Wilkins, DVFG's VP of Logistics, commented: "The new Distribution Center will work in concert with our current Cromwell location, leveraging our operating model and logistical infrastructure. The Shrewsbury team and facility will allow us to improve our capacity and to expand our fleet delivery territories to support prospective customers."

The team at Shrewsbury includes: locally acquired Manager, Phillip Beckwith, with over 22 years experience in logistics; Assistant Manager, Jeff Fague, with 18 years experience in distribution, who is a resident of Rhode Island; and several fleet delivery drivers.

**About Delaware Valley Wholesale Florist (dvflora):**

For over 53 years, Delaware Valley Wholesale Florist, a division of DVFG, has been providing professional retail florists with the finest in fresh cut flowers and greens, floral supplies, botanicals and gourmet. Their market area is primarily the Mid-Atlantic and Northeastern states, but the company also ships throughout the United States, as well as to Bermuda and the Caribbean. The company has a strong Internet presence through its e-commerce website.

Website: [www.dvflora.com](http://www.dvflora.com)

**About Delaware Valley Floral Group (DVFG):**

Delaware Valley Floral Group is one of the largest floral distribution companies in the United States. The company has four operating divisions including Delaware Valley Wholesale Florist (dvflora), Transflora, FreshBlooms, and Flower Transfer Logistics. With corporate headquarters located in Sewell, New Jersey, the company also operates out of facilities in Shrewsbury, Massachusetts; Cromwell, Connecticut; Edison, New Jersey; Baltimore, Maryland; Miami, Florida; and Oxnard, California.

Website: [www.dvfloralgroup.com](http://www.dvfloralgroup.com)

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The DVFG Shrewsbury facility and team (from left to right): Jeff Faque, Anne Buck, Thea Diamantopoulos, Andre Guilherme, Phillip Beckwith, Nate Arubert, Lou Desantis, Doug Carey, Harry Green, Kevin Clifford, Corey Abbascia, Frank Vaccaro, Jr., Craig Motuzick, Hector Cruz, John S. Wilkins, Harold Braun.



The exterior of the DVFG Shrewsbury facility, along with some of the Flower Transfer Logistics mobile cool chain equipment, which enables the delivery of the highest quality products, for orders large and small, to our customer's doorstep.