

Floral Management
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WHEELS THAT WOW

Florists skip standard for a delivery vehicle that sells as it goes

BY CATHY KOHLER

FLORISTS AGREE DELIVERY VEHICLES ARE one of the best forms of advertisement that can make or break a business' first impression with customers. A delivery vehicle not only broadcasts a shop's name and contact information, but also announces what the shop is about and the type of customer it caters to.

Say it simply. John Nicholson of Botanicals Inc. went for a more subdued delivery-vehicle approach when he bought two step vans, similar to UPS or FedEx trucks, built on a Ford engine, for his Chicago business. He wanted an elegant, unique and subtle vehicle to match the contemporary, sleek and refined design work his event business is known for. A local truck-painting shop painted Nicholson's two step vans green, one of Botanicals' corporate colors

and a local sign and graphic designer created vinyl lettering for the business' name, telephone number, web site and slogan "Inspired Event Design".

Nicholson used to rent standard cargo vans for his events, which did a sufficient job transporting design work but little to show potential customers what his business is all about. Now, when his drivers arrive at a wedding or social event, Nicholson says their professionalism and sophistication is obvious to their clientele. "The graphics were intentionally designed not to be busy looking," he says. "We actually chose to make the lettering a little smaller than we could have. It's a direct reflection of the aesthetic of the company, it's like a business card — it has to look like what you do." ■