

FloristWare Announces New Educational Partnership

A new - and very special - flower shop/training program joins the FloristWare education program.

FloristWare is pleased to announce that Just Beginnings Flowers is the latest program to help its students and the industry by providing comprehensive training in the skills florists really need.

Just Beginnings Flowers (JBF) is not your typical florist. It is a social enterprise that combines a floral business with a floral training school. The floral business's profits are used to assist students with multiple barriers who, without this support, would not have access to training programs. The operations of the store and school are closely linked, as both students and graduates are involved in the design and production of floral products.

JBF is using a special educational version of the FloristWare point-of-sale system that is available, free of charge, to schools and colleges offering floral design and florist training programs.

"It is so helpful to be able to use FloristWare in both the school and the store. Now our trainees can get real hands-on experience with a POS that teaches them about the business side of managing a floral shop - including marketing, managing employees, financial reporting and much more," explains Chris Mould of JBF.

"FloristWare is committed to assisting not just students but employers by helping ensure florists entering the workforce have the essential skills that success in this business now demands. Working with a POS system during their training teaches them that a career in this industry involves more than just design skills and a love of flowers. It makes them better employees" says Susan Page, FloristWare's Vice-President of Sales and Service.

A variety of educational programs - from small floral design schools to community colleges - are already using FloristWare in the classroom and, in some cases, their associated training stores. If you are with a school or college and are interested in learning more please contact Susan Page at 1-888-531-3012 x708.

About FloristWare

FloristWare is a powerful, easy-to-use and affordable order-taking and point-of-sale system for anyone in the business of selling flowers. It saves money by streamlining and simplifying many of the time-consuming and repetitive tasks involved in running a flower shop. It also increases sales and builds customer loyalty by allowing florists to provide a higher level of customer service.

First released in July of 2005, FloristWare has been positively received by both florists and industry experts who have cited its power, ease of use and affordability. It allows a new user to start using the system with no training, and pays for itself through time/money saved and increased sales. It is the fastest growing independent POS system for florists.

If you would like more information please contact Mary Ann Stewart by calling 1-888-531-3012 x704.

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