



## **General / media release**

September 14, 2009

### **Delaware Valley Wholesale Florist Celebrates 50<sup>th</sup> Anniversary**

September 22, 2009 marks the 50<sup>th</sup> Anniversary of Delaware Valley Wholesale Florist. Known commonly throughout the floral industry as “Delaware Valley” or just “DV”, the company is a division of the Delaware Valley Floral Group. In honor of the occasion, the company and all its employees, along with the Wilkins' family owners, will be celebrating with lunch, gifts, prizes, and annual employee service awards.

DV founders, Robert S. Wilkins(deceased) and his wife Doris, started Delaware Valley Wholesale Florist back in 1959, but they actually had their beginnings in the floral industry about 12 years earlier. Just about four miles up the road from DV's current Sewell, NJ location, Bob had a small retail flower business and grew his flowers and plants in three greenhouses. Bob also sold his cut flowers to wholesale florists at the Philadelphia flower market on Ludlow Street.

The story goes that after several years, one of the floral wholesalers asked him to become a flower salesman for their company. He excelled in that position, and after a number of years, Bob and Doris began to think about starting their own wholesale florist business in South Jersey. When the decision was finally made, they sold their home, purchased a truck, leased a small building in Pitman, New Jersey, and Delaware Valley was born. At that time, Bob and his wife Doris shared one desk and one adding machine. The company opened its doors on September 22, 1959.

When Bob started Delaware Valley 50 years ago, he had no idea his dream would grow into what it has become today: the Delaware Valley Floral Group, which is one of the largest floral distribution and logistics companies in the United States. Over the past 50 years Delaware Valley has been blessed with 3 generations of family members, committed employees, loyal customers, and supportive suppliers and many other business associates. In no small measure the combination of all of these make the organization what it is today.

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**About Delaware Valley Wholesale Florist:**

Delaware Valley Wholesale Florist, a division of the Delaware Valley Floral Group, provides 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 North East 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.

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

**About Delaware Valley Floral Group:**

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, FreshBlooms, Transflora, and Flower Transfer Trucking. With corporate headquarters located in Sewell, New Jersey, the company also operates out of facilities in Edison, New Jersey, Baltimore, Maryland, Cromwell, Connecticut, Miami, Florida, and Carpinteria, California.

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

**For further information, please contact:**

John R. Wilkins                      Chairman and CIO

Email: [jwilkins@dvfloralgroup.com](mailto:jwilkins@dvfloralgroup.com)

Phone: 856-464-2774