



SMITHERS-OASIS NORTH AMERICA

NEWS RELEASE

For more information, contact:

Kelly Mace
Marketing Manager
Smithers-Oasis North America.
888-676-4417
kmace@smithersoasis.com

For immediate release

Smithers-Oasis Launches "Know Foam" Campaign to Illuminate the Truth about OASIS Floral Foam

Kent, OH — In a world inundated with misinformation, Smithers-Oasis North America takes a bold step forward with the launch of its enlightening campaign, "Know Foam." Dedicated to empowering florists of all skill levels, this initiative seeks to unravel the facts about OASIS® Floral Foam, focusing on usability, affordability, and sustainability.

Amidst the vast sea of information circulating the internet, "Know Foam" emerges as a beacon of clarity for florists who deserve accurate insights into the qualities of OASIS Floral Foam. This campaign is not just a commitment; it's a promise to deliver the unvarnished truth, ensuring that florists can make informed decisions that align with their values and needs.

Usability lies at the core of the "Know Foam" campaign, as Smithers-Oasis endeavors to showcase the practical benefits of OASIS Floral Foam. From enhanced design flexibility to simplified arrangements, florists will discover the true potential that lies within this innovative foam.

Affordability is another key focus, as "Know Foam" dispels any misconceptions surrounding the economic feasibility of OASIS Floral Foam. Smithers-Oasis aims to provide florists with a transparent understanding of the cost-effectiveness of incorporating this foam into their artistic endeavors.

The campaign's commitment to sustainability resonates with the growing environmental consciousness within the floral industry. "Know Foam" will shed light on the eco-friendly attributes of OASIS Floral Foam, emphasizing the brand's dedication to reducing its ecological footprint. Laura Walsh, Director of Marketing, emphasizes, "At our core, we're dedicated to providing designers with not only cutting-edge mechanics but also the vital knowledge on sustainability. Designers should never compromise between innovation and eco-conscious choices. We empower them to achieve both seamlessly."

Join us on this journey launching January 2024 as Smithers-Oasis sets the record straight about OASIS Floral Foam. The "Know Foam" campaign is not just about dispelling myths; it's about equipping florists with the knowledge they need to thrive in an industry driven by passion, precision, and truth.

#