



OLD ACRE

EVENT FLORIST

Old Acre is a major supplier in the UK for plants, flowers, living walls and greenery to trade shows, expos and business conferences . We make it easy and cost effective to rent or buy plants and flowers for any stand and we'll even take care of the installation too.

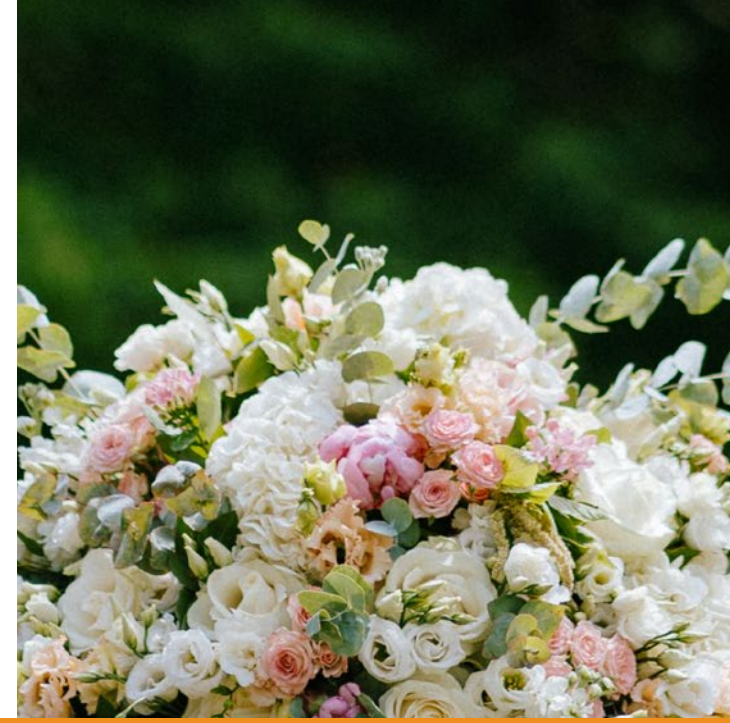
ONSITE FLORIST AT ExCeL London

EXCEL
LONDON



LIVING WALLS





FLOWER ARRANGEMENTS





POTTED PLANT ARRANGEMENTS



Our Business Model



1 CHOOSE

Browse our catalogue with **over 400 plants** and **flower arrangements**.

Available products on all size, colours and for any budget.



2 RENT

Our clients **don't need to buy** the plants that won't be needed after the show, but **RENT** them!

A much more sustainable option that will **reduce wastage** and of course, costs.



3 SAVE

With plant hire and source of flowers and plants **directly from farms and growers**, Old Acre **prices are the most competitive** in the sector.



4 RELAX

We will arrange delivery and **installation** directly to your stand + **removal** after the event, **hassle-free!** We are **based at the ExCeL centre**, we can come anytime and fulfill any **LAST MINUTE** requests.



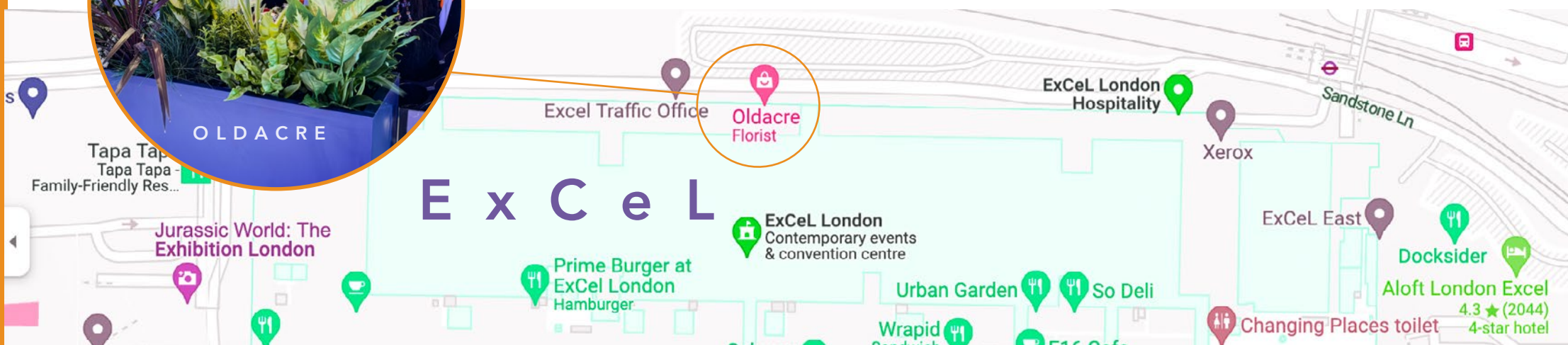
OLD ACRE IS IN HOUSE

- We are located on site and have our **team** and a **physical presence** here.

- We are **fully accredited to work on-site** and therefore do **not** require any **additional paperwork**.

- **We keep** a wide range of plants, pots, troughs and **most items that might be needed for a display**, and hence we can mostly **meet same day demands** without too many issues.

- If we are lacking any particular plants, we can often **source from our garden centre** which obviously holds a wider variety of stock.



HOW WE STARTED

2002



Originally, **Old Acre** is a small **events-based** company servicing events industry at **ExCeL**. **Flower Station** opens their first shop in the heart of Marylebone.

2017



Old Acre changes owners after founders retired and it starts a transitional period. **Flower Station** remains established as a successful online florist and increases their shops to three locations in London.

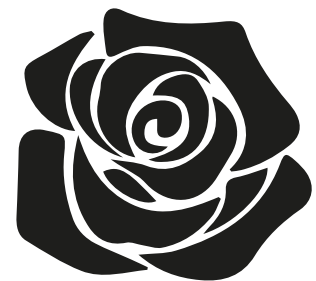
2020



During Covid period, **FLOWER STATION** starts partnering with **Old Acre**, improving service and reviving services until today.

OLD ACRE

PARTNERSHIP WITH



FLOWER
STATION

The benefits of a joined adventure

INTRODUCING FLOWER STATION

Flower Station is a **London based florist** with both a large online presence as well as multiple shop locations in central London.

We are a rapidly **expanding** company with close to 65 employees spread between our 3 flower shops, a garden centre, 2 offices, and a delivery fleet.

Over the past **20 years**, we have built up a strong following of loyal customers in both the local community and the wider online market and corporate industry.

Great  1,923 reviews on  Trustpilot

Voted Best Flower Delivery Service for delivery in London 2022 by

ELLE

Voted Best Luxury Delivery Service for Range of Delivery Options 2022 by

BAZAAR Harpers

Voted Best Online Flower Delivery Service in the UK 2023 by

Women'sHealth



THE FLOWER STATION BRANDS



- Hand-tied bouquets
- Wedding & Events
- Funeral Flowers



- Subscription Flowers
- Letterbox Flowers



- Finest Bouquets
- Video-messages



- Floristry Lessons
- Online and in-person



- Luxury Rose Bouquets
- Infinity Roses



- Wholesaler



- Cafe
- Restaurant



- Event Florist



DELIVERING NATIONWIDE



Flower Station has its **own fleet of vehicles** and delivers **same day throughout London until late.**



We guarantee next day **UK delivery** as well. So any arrangement on our website can be sent anywhere at short notice.



For larger and **delicate arrangements, we would have to go case by case.** But we do regularly service other event locations, including the NEC



MORE STOCK & SUSTAINABILITY



Flower Station has a **garden centre** and experts in **plants and their maintenance**. We also purchase now through predominantly **English growers** to both reduce our carbon footprint, and also to ensure the best quality.



An estimated **60%** of our flowers are purchased directly **from farms** and come directly to us.



Aside from this, Flower Station is very keen on working to **reduce** its **carbon footprint** and are introducing other measures as we can to assist Old Acre.



FRESHNESS GUARANTEED

Our flowers and plants are certified.

FLORVERDE



SUSTAINABLE
FLOWERS



Uniting the best of
Colombian floriculture



FAIRTRADE
INTERNATIONAL



MPS
driven by
sustainability



All our farms comply with one or more of these certifications. We take quality and sustainability seriously.



WHAT WE STRIVE FOR

COMMUNICATION



Our **phones** and **emails** are manned as standard **7 days a week** and there should never be delays in being able to reach somebody.



QUALITY



We have in-house **graphic designers**, to work with our florists and to assist clients with any **visualisations** for bigger installations.



CONFIDENCE



We have a **team** with wide knowledge and abilities to **install any kind of display**. There are **no real limits** and we are happy to be tested!



SOME OF OUR REGULAR CLIENTS

Our list of **clients** that are receiving flowers from us in a **weekly basis** is large and we have built a **great relationship** with brands that rely on Flower Station for their contract flowers and corporate gifting.

Working for all industries:

- Hospitality
- Education
- Retail
- Insurance
- Leisure

Imperial College
London

 LONDON
METROPOLITAN
UNIVERSITY

 NetworkRail

NOMURA

nwsmiles 

 CHANNEL

皇朝
Royal China

GUCCI


 MARYLEBONE
CRICKET CLUB
FOUNDATION

London
Business
School

DANIEL
GALVIN™

 hachette
CHILDREN'S GROUP

 UCL

 KAJIMA
PARTNERSHIPS

 CRIPPS SEARS

LEONARDO
HOTELS

Duke^{CE}

Ekte.

QUINTESSENTIALLY

Kaffeine

OLD ACRE SYSTEMS

Learn how easy it's ordering with us

OUR ORDERING SYSTEM IS EASY!



1

contact us

We receive a **request** from the event planner, brand or organiser.

2

receive prices

We send our **brochure** and **price list** and some suggestions.

3

review quote

Client **confirms** needs and we **review quote** to meet budget and special requests such as bespoke requirements.

4

pay

Once all signed off and **payment** is done , we issue an invoice the **process starts!**

5

we do the rest

Sit back and relax! **Delivery + installation** will take place on the requested date; same for **removal.**



PLANNING IS A KEY!



We will add a **15% DISCOUNT** to orders placed at least 14 days in advance



PLANTS should be ordered **5 days** prior the event



FLOWERS should be ordered **3 days** prior the event



LAST-MINUTE and **SAME-DAY** orders will be subject to available stock, but we keep at all times a large stock and choice available at our premises.

OLD ACRE RECENT SHOWS AT ExCeL

Here's some numbers!



ICE LONDON (7th-9th February 2023)

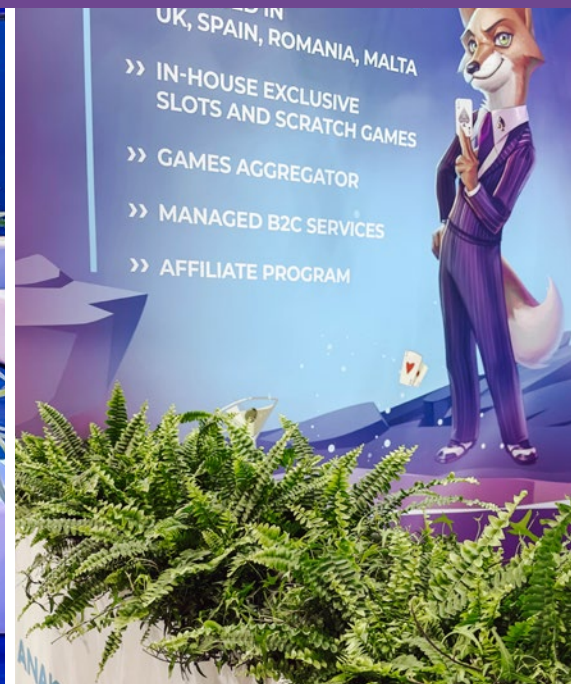
- ✓ Over **200 plants** for over **56 stands**
- ✓ **62** x flower arrangements for **21 stands**
- ✓ **4** x Moss walls (3.8m height)
- ✓ **2** x living walls (18 square meter in total)
- ✓ More than **100 meter** planting

** Note: Last-minute orders not included*



ICE[®]
LONDON
GAMES & GLOBAL

Flower walls and plant arrangements during the 2023 ICE London trade show at the ExCeL Centre





WTM LONDON (7th-9th November 2022)

- ✓ 173 x different plant settings for over **72 stands**
- ✓ 110 x floral arrangements for **39 stands**
- ✓ 3 x moss walls (3m x 3m)
- ✓ 1 x living walls
- ✓ More than **100 meter** planting

** Note: Last-minute orders not included*



Large planters, flowers and living walls dressing some of the stands at the 2022 WTM





AVIATION WEEK
MRO
EUROPE

19th - 20th OCTOBER
LONDON, UK

MRO LONDON (19th-20th October 2022)

- ✓ **75** x different flower arrangements for **41 stands**
- ✓ Over **90** x plant settings for **37 stands**
- ✓ **2** x living walls (3.3m height each)
- ✓ About **25** meters planting

** Note: Last-minute orders not included*



AVIATION WEEK
MRO
EUROPE

19th - 20th OCTOBER
LONDON, UK

Some of the most popular flower arrangements at MRO London 2022



OLD ACRE
meet the
team

MEET THE TEAM

Always available to help!



X



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