For Immediate Release

Floralife receives recognition from AgroFresh

Walterboro, South Carolina – Floralife, a leader in the postharvest floriculture industry, receives the External Manufacturer of the Year Award for 2013 from AgroFresh. A wholly owned subsidiary of the Dow Chemical Company and a global business unit of Dow AgroSciences LLC, AgroFresh is an innovator in the development and manufacture of ethylene management systems that helps to extend the longevity and freshness of cut flowers and plants. Annually, the company shows their appreciation toward valued trade partners with special recognitions. For the first time one of AgroFresh’s suppliers, Floralife, receives this honor.

Dow’s letter of recognition cites Floralife’s “exceptional production” of products, such as EthylBloc™ Sachets and EthylBloc™ Truck Kits. These products were developed to prevent the effects of ethylene to help keep cut flowers fresh and maintain their beauty “from harvest to vase.” Also noted, Floralife’s excellent manufacturing performance, superior supply-chain management, and valued cooperation in the mutual efforts of Dow and Floralife to grow the Chinese floriculture market.

“Dow is a floriculture leader, a true pioneer,” said Jim Daly, Vice President – Corporate Research and Global Floralife Operations. “This recognition means a great deal to every Floralife associate, from research to manufacturing, marketing to distribution. It’s an honor, without question – and one we plan to keep earning!”

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About Floralife: With more than 75 years of experience in the postharvest care and handling of flowers, Floralife is an industry leader in providing products and technical services to customers on a global basis. From grower to consumer, from harvest to vase, there is a Floralife® brand product for every step in the flower chain process. For more information, contact Global Marketing Manager Catherine Jakaitis at cjakaitis@smithersoasis.com or visit www.floralife.com.