Continental Floral Greens
Acquired by Great Day Group

Owners of Pacific NW Greenery Company
to Create Continental Floral LLC

BREMERTON, Wash. (Oct. 1, 2014) – Great Day Group LLC™ of Sun Valley, Idaho today announced the asset acquisition of one of the country’s oldest and largest suppliers of decorative greenery, flowers and hard goods, Continental Floral Greens® headquarter in San Antonio, Texas. With the completion of the acquisition, the current company will make a subtle, but significant name change to Continental Floral LLC™.

“The new name represents a strategic shift in philosophy and approach to its employees, its customers and its product,” says the company’s new CEO John Bowser. “This 60 year old family run company set the standard for greenery importation from its farms in Mexico and around the U.S. but we believe that we can help pool our combined resources, energy and modern approach to business to catapult the new Continental Floral into an even stronger leadership position for the next generation.”

According to Jim Milgard, owner of Great Day Group and Pacific
Mountain Products, the two greenery and floral companies will operate separately with some potential shared resources. “Pacific Mountain Products is a much younger company in years, but more progressive in its approach to business,” says Milgard. “We believe in redefining our industry through the power of our people, products and performance, particularly as it relates to bringing innovative new products and services to our customers.” Both companies are global suppliers to floral wholesalers, floral departments of national grocery chains to big box retailers, with the greenery and flowers used in floriculture such as bouquets, holiday wreaths and in the case of Continental Floral, select hard goods like glass bowls, baskets and pottery.

Continental Floral grows or harvests most of its greenery and floral products on company owned and operated farm locations in California, Florida, Texas, Washington State and Mexico. Pacific Mountain Products manages large tracts of land allowing the company to selectively harvest only the highest quality products using earth-friendly, sustainable practices.

“This acquisition comes at a perfect time for our family business,” says Jim Everett, CEO/President and second generation Everett family member. The company was founded in San Antonio, Texas in 1954 by Larson and Nuria Everett, who selected the location as the gateway to the U.S. floral markets for Latin American greenery (Comador). Jim has continued the family legacy. “We are ready to see the company our family founded continue to grow and we believe that John (Bowser) and Jim (Milgard) have the vision to make that happen.”

Over the course of the next several months, Bowser will implement a number of upgrades and changes to the company to improve its operations. “Our approach will be to introduce the philosophies of Pacific Mountain Products to Continental Floral’s associates; business practices that have made our company so successful,” says Bowser. “The future is green for both of our companies as long as we
stay focused and committed to each other, our customers and our products.”

About Great Day Group LLC:
Great Day Group is owned and operated by Jim Milgard. The investment company owns Pacific Mountain Products based in Bremerton, Washington, along with numerous timber and farm properties in the Pacific Northwest. Pacific Mountain Products harvests many native varieties of decorative greens such as Salal, Bear Grass, Noble Fir, Forest Moss, and Snake Grass, used in floriculture from natural environment, not engineered and manipulated in large growing facilities.

About Continental Floral LLC:
Continental Floral is a leading supplier of greenery and flowers to the global floriculture industry. Headquartered in San Antonio, Texas, the company supplies its customers with the finest quality products grown on company owned and operated farms in the United States and Mexico as well as harvested from company operated land. Founded in 1954, the company grew to include Leatherleaf fields in Florida in the 1970’s. It expanded to offer a complete line of hard goods featuring CFG private molded glassware. Its Western and Christmas Greens production facilities expanded the company’s reach into Washington and Oregon in the 1980’s. Today, it is a leading supplier to the floral industry worldwide.

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