

Decorating Tips

Flowers Can Be A Focal Point In The Home

(NAPSA)—When we think of fresh flowers, we tend to think of weddings, funerals, anniversaries, holidays or getting out of the doghouse. Having fresh flowers, though, can be a wonderful everyday pleasure in many environments and should not be reserved for only special occasions.

In a typical week, 77 percent of European households will buy fresh flowers, compared to only 17 percent of U.S. households.

So why are flowers not purchased as home décor items in the U.S.? Many people believe that most flowers last only a few days. But new technologies are keeping flowers fresh longer, and they are becoming an important accessory to enhance living spaces.

Floral companies are catering to their customers' desire to make flowers a focal point in their decorating plans. The key element in home décor is freshness. For example, KaBloom offers these tips for making floral arrangements an integral part of your décor.

- Use plants to promote positive feelings. The principles of Feng Shui can be incorporated simply and without moving furniture by strategically placing green plants throughout your home.

- Take advantage of a Vase Exchange Program. KaBloom offers a large selection of vases, so you can switch out each time you buy flowers.

- Use refills to freshen any room. Purchase an arrangement in a vase and come back to get a bouquet refill in the same vase, to



When you decorate with flowers, you can brighten the whole room.

create a fresh new look in your home as often as you like.

- Color match flowers as an accessory to your home décor. With over 200 floral selections to choose from, you can create any color combination imaginable to match your home décor theme and palette.

KaBloom has more than 100 store locations throughout the United States and is one of the largest ordering Web sites in the nation. Using a device that provides for shipping directly from the farms in a hydration solution, KaBloom flowers arrive at their stores within 48 hours of harvest to ensure only the freshest of flowers. Every KaBloom franchise features a large, walk-in cooler for customers. In addition to related gift items, KaBloom carries many blooming and green plants. Visit www.KaBloom.com or call 1-800-KaBloom for decorating tips and ideas.