



Bidvest
ExecuFlora

Bringing the
Outdoors indoors

company
VIEW



Specialists in design
and installation
of interior pots,
plants, flowers
and canvas picture
rentals

Experienced and proudly Bidvest

Execuflora was established in 1979 by two founding partners when the interior plantscape industry was in its infancy. Through the years Execuflora has emerged as a market leader servicing in excess of 90 000 planters per week for over 3 000 clients nationally.

Our clients include:

- Medium and small businesses
- Corporate offices
- Malls and shopping centres
- Hotels & restaurants

In November 2003 the company was acquired by Bidvest and incorporated into the Bidserv division.

Passion for quality

Our commitment to quality has been a driving passion from the initial establishment of Execuflora. To ensure we remained focused on our core business and that the highest standards were always a priority, we have specialized solely on the design, installation and maintenance of interior plants and atrium gardens.

In line with this core belief we have invested considerable capital over the years into our own greenhouse facilities. These currently total 12 700m² and include the tallest commercial greenhouse in Southern Africa, for the holding and acclimatizing of up to 8 metre plant material. These greenhouses allow us to be largely independent of plant suppliers and hence we have control on the supply and quality of plants required for our operations.

Trained staff

The training and the retention of skills have been key to our continued high quality of service. From our inception, constant in-house training has been key to providing the skills and know-how, particularly to our service technicians. In 2000, we formalised our skills plan that was submitted to the department of labour and have submitted yearly reports on progress made on all skills development and training. Subsequently, we have developed an external training policy that facilitates our staff to be sent on external recognised and certified courses.

Value-for-money service calls

Through the years we have experimented with various plant service techniques and are constantly experimenting with new ideas and techniques to ensure that we provide a value-for-money service call. The continual beauty of our clients plantscape is maintained through our service calls which include:

- Visits by service technician/s every 7 working days
- Replace plants as required at no extra cost
- Water all plants regularly
- Clean and trim plants when necessary
- Keep plants free of pest and disease

This service is backed up by a constant supply of a carefully acclimatized range of plants supplied from our nurseries. Where we are unable to supply specific ranges of plants we have developed partnerships with carefully selected growers to supply our needs.





Budgeting for beauty

Whatever your budget, we have the range of pots and plants for you. Our tailor-made options allow you the freedom of choice to create the perfect décor for your space. Call us today to design a package for you.



Bringing the *Outdoors* indoors

Flower rentals

With our artificial flower arrangements we can help you save up to **75%** of your monthly fresh flower costs. The highest quality arrangements are sourced globally to ensure client satisfaction with their switch from fresh to artificial. Designed and arranged by top floral artists, and rotated on a monthly basis, our flowers are simply stunning... and they never die. This means never having to change the water or throw out dead flowers ever again.

A change is as good as a holiday and so Execufloora will ensure that you will never be faced with the boredom of looking at the same arrangement day after day.

Canvas picture rentals

Following the new trend of renting artwork, Execufloora has developed a new and unique range of canvasses that provides you with a sense of peace and tranquility in your working environment.

The bright and vibrant artwork will bring a profound feeling that the outdoors has been brought in by enhancing your interior plantscape.



Bringing the *Outdoors* indoors



Interior Plantscapers Association



To ensure that we are up to date with industry trends, provide the highest standards of service and follow a code of ethics that guides our industry, we were a founding member of IPSA. The Interior Plantscapers Association was founded in 1982 and encourages interior plantscapers to develop new ideas and network in an attempt to establish standards, and a code of ethics for its members. As a trade association it is responsive to the needs of its members in order to:

- Lobby governmental agencies
- Provide technical information and support
- Offer mediation services
- Encourage the development of career structures within the industry
- Provide training and educational support
- Officiate the bi-annual awards of excellence banquet
- Make recommendations to the industry on sensitive issues such as pricing, labour laws and service specifications

All IPSA members are subject to rigorous vetting procedures which is the client's guarantee that a member company is both reputable and professional.

Black Economic Empowerment

Level 3 Contributor to B-BBEE
110% BEE Procurement Recognition
Value Adding Enterprise



Execufloora acknowledges and supports the principles of B-BBEE as a means to realise our country's full potential. Our approach is to create an enabling environment that facilitates the empowerment of our employees, our customers, our suppliers, our business partners and our communities.

Black economic empowerment is fully entrenched in our business culture and as such is proactively driven. Our objective is to transform across all seven pillars of B-BBEE in a manner that is both meaningful and sustainable. Execufloora is verified as a Value Adding Enterprise. Our customers therefore enjoy the benefit of enhanced recognition at a multiple of 1.25. In addition, our Level 3 BEE status provides our customers with the additional benefit of claiming R1.10 as BEE procurement for every R1 spent with us.

Social responsibility



As a company we have adopted a program run by Heartbeat whereby we support financially on a monthly basis aid's orphans. This contribution covers basic living requirements as well as tertiary education.

Heartbeat is an NGO based in Pretoria who currently are working in 17 communities in 5 provinces. The mission is to alleviate the suffering of orphaned and vulnerable children by facilitating change in communities.

Currently, Heartbeat has over 1000 children included in the Sponsor a Child in Need Program. These children are all orphaned and live alone, with their siblings or in many cases with a granny. All children in the program attend school.

Execuflora is thus proud to be involved with Heartbeat in such a necessary program.

Some of our corporate clients

ABSA	Joburg
Alexander Forbes	Macsteel
Anglo American	Menlyn Shopping Centre
Bell Equipment	National Treasury
Business Connection	NBC
City Lodge Group Hotels	Outsurance
Cresta Shopping Centre	SAB
De Beers	Telkom
Ernest & Young	Tiber
FNB	Unitrans
Independent Newspapers	Volvo SA

Contact details

Head Office/North Rand	East Rand	Pretoria	Durban	Cape Town
Plot 111, Old Pretoria Road, Nietgedacht, Gauteng	Unit 2, Riverside Industrial Park, Ossewa Road, Chloorkop	Unit 11, Tannery Industrial Park, 309 Derdepoort Road, Silverton, Pretoria	141 Old Fort Road, Durban	Unit 5A Mansell Road, Killarney Gardens, Cape Town
Suite 120, Private Bag X7, Northriding, 2162	PO Box 100, Isando, 1600	PO Box 100, Isando, 1600	PO Box 49117, Eastend, 4018	PO Box 60722, Table View, 7439
Tel: 011 025 9933 Fax: 011 300 9926	Tel: 011 976 3669 Fax: 011 976 4779	Tel: 012 804 2412 Fax: 012 804 2410	Tel: 086 111 3339 Fax: 086 111 3340	Tel: 086 111 3247 Fax: 086 111 3248



Bringing the *Outdoors* indoors