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Maxine Burton was recognized in the February 2018 Issue of *Florists' Review*

Bogart, GA (February 7, 2018)

In the February 2018 Issue of *Florists' Review*, Maxine Burton, president and founder of burton + BURTON®, was recognized in the *Women Leaders: Their View and Influence Shape Our Industry* section. *Women Leaders* featured fourteen business women who have taken the floral industry to new heights with their successful companies and organizations.

In the article, Maxine Burton is quoted as saying, "In 1982, when I founded burton + BURTON®, I was working out of our wholesale floral facility, so I had some understanding of the floral industry." Maxine started out as a teacher, with undergraduate and master's degrees in Education from the University of Georgia. In addition to modeling and expecting a trust/respect work ethic in her business, she remains an educator at heart. "We surround ourselves with the best educated and most talented people we can hire and we have a full-time training manager, so we all continue to grow."

Maxine credits her employees for the growth of the business, explaining that everyone understands the first priority is the customer. burton + BURTON® celebrated 35 years in business as the largest balloon and coordinating gift supplier in the world. "Being on-trend and providing our customers with the latest look is something we strive to do every day," says Maxine. "Trends are ever-changing and a lot of that has to do with technology. It has revolutionized the way business is conducted today and the manner in which people communicate. Given that, we have recently launched a new website to provide extensive product inspiration, education, and a seamless path to communicate with our sales team."

To read the article in its entirety, visit the *Florists' Review* website, February 2018 issue, page 46: <http://www.floristsreview.com>

About burton + BURTON

Founded in 1982, burton + BURTON® is a family-owned and -operated business that has grown into the largest wholesale distributor of balloons and coordinating gifts in the world.

In addition to its showroom at the company's headquarters in Bogart, Georgia, the company also maintains permanent showrooms at AmericasMart® Atlanta, Dallas Market Center®, and Las Vegas World Market Center.

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