

burton[™]
+BURTON
the **TOTAL** gift experience[™]



maxine
+ BOB BURTON

In the small backroom of a wholesale florist, Maxine Burton was starting a revolution . . .

It was 1982 and she was working at Flowers, Inc. Wholesale, a floral distributor co-owned by her husband, Bob. Silver foil balloons had just been invented, and floral customers were starting to request them. She soon realized that the balloon imprinting process could be used to print a message or design on a balloon, creating a floating gift card—a concept that would soon transform the floral industry and lead her to found Flowers, Inc. Balloons®. Her ingenuity has taken the company from a back room start-up to one of the largest balloon and gift businesses in the world.

In 2006, Flowers, Inc. Balloons® changed its name to **burton + BURTON™** to represent the extensive inventory of balloons, floral supplies, coordinating gifts, and home décor the company offers.



burton + BURTON™ Corporate Offices—2008

The company headquarters includes the main corporate offices and four warehouses, including an imports warehouse.

“Our commitment to offering the best in service, selection, + satisfaction will NEVER change.”



burton + BURTON'S™
everyday 2007–2008
catalog

burton + BURTON™, a family owned and operated business based in Bogart, Georgia, is one of the largest suppliers of balloons and coordinating gift products in the world. The company offers over 15,000 products including latex and foil balloons, ribbon, floral supplies, plush, ceramics, and baskets.

burton + BURTON™ offers the balloon and gift industry's largest catalog, with over 800 color pages. In addition to the everyday catalog, the company publishes a Spring, Summer, Fall and Winter seasonal catalog. Valentine's Day gets its own full-color catalog, and monthly Specials are published throughout the year updating customers on new products and hot deals.

The company employs over 360 people working in 17 different departments, including Art, Imports, Purchasing, Photography, Graphic Arts, Visual Merchandising, Inventory Control, Receiving, Packing, Inspecting, Shipping, Training, Customer Service, Human Resources, Sales, Administration, and Accounting. Throughout the year, Maxine and Bob, along with other employees, travel the world in search of the latest trends and to appraise manufacturing operations to ensure the highest standards of quality.

our customers



Our customers are the reason for burton + BURTON'S™ success, and we consistently strive to make the relationship mutually beneficial. Our customers are considered not as business associates but as friends and family.

are
friends
+ family

With customers across the globe, the burton + BURTON™ family extends worldwide.

Maxine H. Burton, President + COO

Since 1982, as president and founder of Flowers, Inc. Balloons®, Maxine Burton has established her company as a leader in the balloon and gift industry. Maxine earned a Bachelor of Science in Education and a Master of Education from the University of Georgia, where she was a member of Alpha Xi Delta sorority. She has continued her education at Harvard Business School, taking executive courses in 1998 and 2001. Maxine has received numerous local and national awards recognizing her as a leader in her industry and for her service to her community. She is a member of the First Baptist Church of Athens and is the loving mother of two grown children, Rachael Burton Dillon and Michael Burton, and the proud grandmother of Robert (Robbie) Burton Dillon and Ella Louise Dillon.

Awards

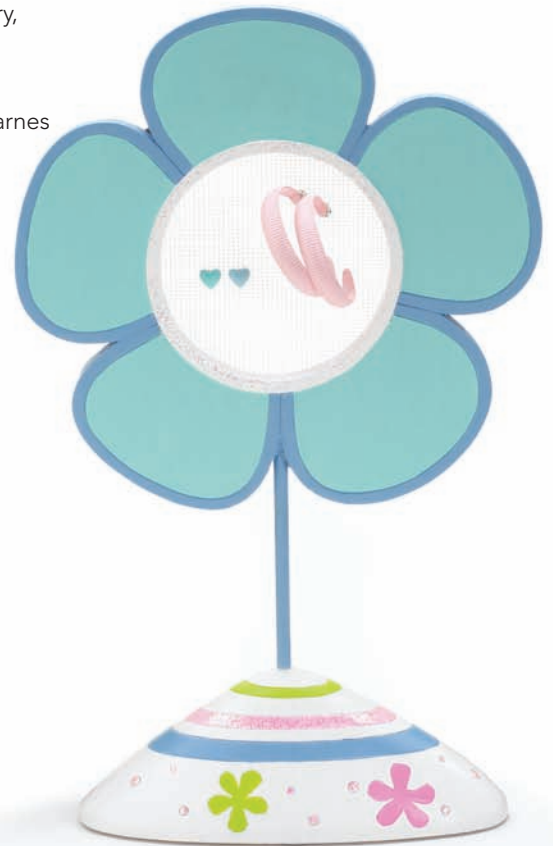
- 2008 Recipient of the William E. "Billy" Hudson Distinguished Citizen Award, Northeast Georgia Council of the Boy Scouts of America
- 2006 Top Emerging Company for Women in the Atlanta Metropolitan Area, *Atlanta Woman* magazine
- 2006 Ruby C. McSwain Philanthropist Award, the National Agricultural Alumni and Development Association
- 2005 Allan J. McDonald International Entrepreneur Award from Society of International Business Fellows
- 2002 Top Supplier, Best in Industry Award from Gift Basket Exchange Network
- 2002 The Leading Women Entrepreneurs of the World by The Star Group
- 2001 Ernst & Young Entrepreneur of the Year® for the Retail/Wholesale Category, Southeast Division
- 2001 Outstanding Georgia Citizen by Secretary of State Cathy Cox
- 1999 Appointed Lieutenant Colonel, Aide de Camp, Governor's Staff by Roy Barnes
- 1995 Honoree of the Beta Gamma Sigma Chapter of the University of Georgia
- 1994–96 Distinguished Lecturer/Practitioner, UGA Terry College of Business
- 1993 International Balloon Arts Convention (IBAC) Crystal Award
- 1991 National Marketing Award, *Florists' Review* magazine
- 1990 Athena Award



Current Boards/Activities

- Georgia Chamber of Commerce Board of Directors
- Women's Leadership Board of Harvard Business School
- Trustee and Member of the Board of Directors for the University of Georgia
- Georgia Ports Authority Board
- St. Mary's Foundation Board—Chairman
- First American Bank Board

- One Georgia Bank—Founding Board Member
- Development Authority, Athens-Clarke County Board
- University of Georgia Alumni Association Executive Board
- Member of the Committee of 200
- Member of Society of International Business Fellows
- Member of Color Marketing Group



*Recipient of the Leading Women
Entrepreneurs of the World Award
-The Star Group*

Robert E. Burton, CEO

Filled with the entrepreneurial spirit at an early age, Robert E. (Bob) Burton started his career in the floral business immediately following college. Today Bob is the CEO of burton + BURTON™. He is a 1971 graduate of the University of Georgia with a Bachelor of Science in Agriculture and has been honored as Outstanding Alumni by Alpha Gamma Rho, Alpha Eta Chapter. He is a member of the First Baptist Church of Athens and is the proud father of two grown children, Rachael Burton Dillon and Michael Burton, and proud grandfather of Robert (Robbie) Burton Dillon and Ella Louise Dillon.

Awards

- 2006 Recipient of the William E. "Billy" Hudson Distinguished Citizen Award, Northeast Georgia Council of the Boy Scouts of America
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- 1991 National Marketing Award, *Florists' Review* magazine
- 1990 Outstanding Service Awards from the National Association of Balloon Artists™ (NABA)



Current Boards/Activities

- Athens Regional Medical Center Health Plan Select Board
- Georgia Museum of Art Board
- Georgia State 4-H Board
- National Bank of Georgia Board of Directors – Founding Board Member
- Member of Society of International Business Fellows
- Member of TEC®



Recipient of the 2006 Ruby C. McSwain Philanthropist Award -The National Agricultural Alumni + Development

Steve Casso, General Manager

In August of 2002, Steve Casso joined the [burton + BURTON™](#) family as general manager. With over 20 years in the gift and floral industry, Steve has previous experience as a manufacturer's representative, as vice-president, and general manager of Betallic Balloon Company. Steve oversees and manages the day-to-day operations with great skill and is an exceptional speaker, always encouraging and motivating employees. Steve earned a Bachelor of Business in Marketing from the University of Missouri in St. Louis and later earned his Master of Business from Maryville University in St. Louis. Steve is a member of St. Joseph's Catholic Church. He currently resides in Athens, Georgia, with his wife of over 20 years, Mary Beth, and their four children.

In 2004 Steve became a member of the Advisory Board for The Super Floral Show. The invaluable support and ideas of the board members make The Super Floral Show a success for both buyers and suppliers.

His past industry affiliations include serving on the board of directors of the International Balloon Association (IBA).

Current Boards/Activities

2004–Present Super Floral Show Advisory Board
2007/08 Dallas Market Advisory Board



Over 20 years in the gift and floral industry.

With over 360 dedicated employees on staff to serve our valued customers, this enthusiastic team goes the extra mile to ensure that customers' orders bring complete satisfaction.

Order processing begins in the sales department, but the efforts of many other departments throughout the company contribute to orders being handled swiftly and efficiently. From the moment a phone call is answered, to the second that the order is placed on a truck for delivery, and everything else in between, our dedicated staff works diligently to ensure that our customers are well pleased.

Both Maxine and Bob consistently practice an open door policy that is very real. Any employee may reach either or both of them to discuss potential problems, personal challenges, or innovative ideas.

The burton + BURTON™ family extends beyond the Burtons and their employees. It is with much affection that Maxine and Bob embrace the families of their employees. The sacrifice and support that the families give, especially during peak seasons, is vital to our success. The Burtons enjoy time with these families throughout the year with picnics, parties, and other company sponsored events.

our employees



Maxine and Bob frequently say that one of the things they take the most pride in is watching their employees grow and thrive. Celebrating weddings and births side-by-side and enduring sorrows hand-in-hand, there is a bond that goes far beyond employer and employee. The only fitting word is . . . family.

the
best
+ brightest

This enthusiastic team goes the extra mile to ensure that customers' orders bring complete satisfaction.

In addition to the attention that they direct to **burton + BURTON™**, Maxine and Bob believe that civic responsibilities are equally as prominent in their personal goals. As a result, **burton + BURTON™** is involved in all major non-profit fundraisers in the area, including the American Cancer Society's® Relay for Life, various March of Dimes® events, United Way® funding, American Red Cross blood drives, and the American Heart Association's® Heart Walk™. Regularly, **burton + BURTON™** wins the award for the most participants. Maxine and Bob contribute substantially to many non-profit organizations and encourage their employees to participate as well.

As part of their commitment to their "family of employees," the Burtons provide free health screenings to all employees. Staff from local hospitals provide annual blood pressure evaluations, body composition analysis, bone density scans, and flu shots . . . all paid for by **burton + BURTON™**. The Burtons are also concerned with promoting women's health issues, a popular idea among the high number of female employees. (Females make up 84% of the **burton + BURTON™** personnel.) Female health screenings include free mammography scans twice a year. Other benefits that offer convenience to employees and help relieve some financial burden are subsidized childcare benefits and an on-site beauty salon/spa. Employees can get 75% of their childcare cost reimbursed, and a haircut in the employee salon is only \$4.

our community



live
+ give

Employee money and time donated in 2007 to:



Women's health issues are very important to burton + BURTON™. 84% of our employees are female.

One of the great childhood joys for Bob and Maxine Hubbard Burton of Athens was the fun and friendship of participating in the 4-H program and attending 4-H summer camps. Growing up, Maxine was involved in 4-H in Forsyth County and attended camp at Rock Eagle, Wahsega, and Tybee Island. Bob attended camp at Rock Eagle, and as a UGA student he spent the summer of 1968 as a counselor at the Tybee Island camp. "Some of my most cherished memories and valuable life experiences came through 4-H programs and attending camps," Maxine recalls. "I'm grateful for the opportunities 4-H provides young people throughout Georgia and the United States, and for the opportunities that were provided to me."

So it's not surprising that, when Bob and Maxine learned that the 57-year-old Tybee Island camp had fallen into such serious disrepair that it might be closed, they immediately offered to help with a donation to the Georgia 4-H Foundation. Their gift, along with smaller contributions, helped pay for urgent repairs and renovations on the camp's buildings.

"Thanks to Bob and Maxine's generosity, new life has been breathed into this facility, and it will continue to provide enjoyment and education to Georgia 4-H members," says UGA President Michael F. Adams. "We are very pleased to honor these outstanding alumni supporters in this way."

The Tybee Island facility, opened in 1947, is one of five 4-H centers in the state. About 1,000 children attend week-long summer camps at the center, and 6,000–7,000 come throughout the year for three-day education programs on coastal ecology and the marine environment.

The Burton 4-H Center on Tybee Island



education
+ fun



Arch Smith, associate state 4-H leader, says time, weather, and heavy use had taken a harsh toll on the center's buildings. The Burtons' gift helped pay for electrical upgrades, new floors and wall coverings for cabins, renovation of the dining hall, and relocation and remodeling of a staff house.

—Larry Dendy, April 26, 2004 Issue, Columns



"New life has been breathed into this facility and it will continue to provide enjoyment and education to Georgia 4-H members."

showrooms

burton + BURTON™ maintains four showrooms across the country, including one on-site at the corporate headquarters in Bogart, Georgia. The four showrooms total over 30,000 square feet of space. Collections and seasonal displays are arranged by the company's own visual merchandising team for customers and markets throughout the year.

burton + BURTON'S™ headquarters consist of 171,000 feet of warehouse, showroom, and office space. In addition to the main building and warehouse, the company has three additional warehouses to house its Imports, Candy, and Packaging departments, for a total of approximately 300,000 square feet of space.

Bogart

Flagship Showroom
325 Cleveland Road
Bogart, Georgia

Chicago

The Merchandise Mart,
Chicago
Showroom 13-235
Chicago, Illinois

Atlanta

AmericasMart® Atlanta
Building 2
Showroom 728
Atlanta, Georgia

Dallas

Dallas Market Center
Trade Mart
Showroom 1121
Dallas, Texas



burton + BURTON'S™ headquarters consist of almost 300,000 sq.ft. of warehouse, showroom, and office space.

coordinating gifts

The Art Department at **burton + BURTON™** creates a full line of exclusive products. Company artists design collections featuring balloons and coordinating gift products ranging from ribbon and enclosure cards to teapots and mugs. The various talents of this in-house creative team help ensure the continued edge **burton + BURTON™** enjoys within the industry.



creation

Back at our corporate office in Bogart, our talented artists translate the latest trends into stylish product lines at an exceptional value. Every collection we create is evaluated for quality, marketability, and uniqueness.



burton + BURTON'S™ creative team of over 40 artists design fresh and original products year round.

balloons



11-1238 Latex. 11"
Butterflies & Dragonflies



5721-18 Foil. 18"

0798-18 Foil. 18"

4998-18 Foil. 18"

Foil and latex balloons for every occasion.

gifts



987130 Pick Asst.
Nylon. 11" High



0834-76 Photo Frame Asst.
Hand-painted Poly-resin. Holds a 4" x 6" photo.
6½"H x 8"W • 8"H x 6½"W

Offering whimsical, on-trend gifts to meet the demand of retailers worldwide.

vases



987294 Vase Asst.
Handblown Glass. 6"H x 1" Opening

*Vases in all shapes and colors
accentuate any floral arrangement.*

containers



0862-296 Planters
Embossed Tin. Liners
5¼"H × 6¼"W × 6¼"D

0862-295 Planters
Embossed Tin. Liners
4½"H × 5"W × 5"D

More than just traditional floral containers, our planters offer practical storage solutions.

baskets



987433 10" Baskets
Wood. Liners
5"H × 8½"W × 10"D • 9½" Tall



987278 Basket Assts.
Bamboo. Nested. 3"H × 7½"Opening • 3¼"H × 8"Opening • 3½"H × 9"Opening

*Attractive baskets and supplies for
inspired gift basket designs.*

supplies



0823-140 Planter Boxes
Heavy Paperboard. Hinged. Liners
4¾"H × 4¾"W × 4¾"D



987048 Stacking Box Assts.
Heavy Paperboard. Nested
2¾"H × 4"W × 4"D
3½"H × 5¼"W × 5¼"D
3¾"H × 7"W × 7"D
4¼"H × 7½"W × 7½"D
5"H × 8½"W × 8½"D

From gift boxes to shred and polypropylene wrap, burton + BURTON™ has what retailers want.

ribbon



987213 #9 Ribbon
Plaid. Pink/Green/White
Wired Satin Fabric
1½" Wide × 20 yd



987202 #9 Ribbon
Butterflies. Cerise
Wired Sheer Fabric
1½" Wide × 20 yd



987225 #9 Ribbon
Chartreuse
Wired Satin Fabric
1½" Wide × 20 yd



987209 #9 Ribbon
Polka Dots. Turquoise/Blue
Wired Sheer Fabric
1½" Wide × 20 yd

The finishing touch to the perfect gift.

floral



987450 Arrangement Asst.
Permanent Botanicals
Roses. Poly-silk. Metal. 3¼"H × 3"W × 3"D



987054 Pick Asst. Large
Feathers. 15" High • Wingspan: 9½" Wide • 16" High • Wingspan: 14" Wide

*Everything a busy florist needs to
create daily masterpieces.*

plush



976016 Plush
"Archie". Ribbon Loop. 16" High



983793 Plush
"Zoe". Ribbon Loop. 18" High



986949 Plush Asst.
Quacks. 14" High

Cute, cuddly friends make irresistible add-ons for maximum sales.

licensed artists



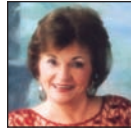
John Grossman



Debra Jordan Bryan



Sharon Lea Larson



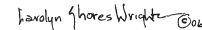
D. Morgan



Dan Morris



Joanne Sharpe



Carolyn Shores Wright



LoriLynn Simms



Wild Wings



Paul Brent



Tom Browning



Betsy Cameron



Jim Davis



Kathleen Denis



Lori Gardner



Carla Grogan



Paul Brent