History
In the small back room 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 greeting 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 The World’s Largest Balloon and Coordinating Gift Supplier®.

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

Present
burton + BURTON®, a family-owned and -operated business based in Bogart, Georgia, is the largest supplier of balloons and coordinating gift products in the world. Its headquarters consists of 171,000 feet of warehouse, showroom, and office space. In addition to the main building and warehouse, the company has four additional warehouses to house its off-site operations, for a total of approximately 300,000 square feet of space.

Our Mission
burton + BURTON® will continue to set the standard of excellence in the balloon and gift industry for customer service, product selection, and quality merchandise. We will continue to be successful in this mission by applying these guiding principles:

• Hiring and developing employees of the highest caliber who will be loyal and dedicated
• Using our organization’s combined talents to provide excellent service and satisfaction to our valued customers
• Maintaining business relationships with suppliers of the utmost integrity and moral operating principles who dependably deliver high quality merchandise
• Continually offering our own new and exclusive product designs as well as products sourced from around the globe
Company Awards/Recognitions

2019  Best of Floor for Outstanding Visual Display Award at AmericasMart® Atlanta, January
2018  Top Team Award for the American Heart Association®
2018  Top Company Award for the American Heart Association®
2017  Celebration of 35th Anniversary by Athens-Clarke County, Georgia
2017  Commendation presented by Georgia Governor Nathan Deal for 35th Anniversary
2017  Sponsor Award for Toys for Tots™
2017  Celebrating 35 Years of Business Award at AmericasMart® Atlanta
2017  Best of Floor for Outstanding Visual Display Award at AmericasMart® Atlanta, January
2017–18  Balloon Vendor of the Year presented by Albertsons®
2016–17  Sponsor Award at the American Values Dinner for the Northeast Georgia Council of the Boy Scouts of America
2015  Best of Building for Outstanding Visual Display Award at AmericasMart® Atlanta, January
2014  Wholesaler of the Year from the Georgia State Florists’ Association
2014–18  Sponsor Award for the Boys & Girls Club of Athens, Georgia
2014  Best of Show presented by Associated Wholesale Grocers
2014  Partners in Excellence Award from Anagram International, Inc.
2014  Years of Distinguished Service, Loyalty, and Support Award from Convertidora Industrial, S.A.B. de C.V.
2013  Best of Building for Outstanding Visual Display Award at AmericasMart® Atlanta, January
2013  Best of Floor for Outstanding Visual Display Award at AmericasMart® Atlanta, January and July
2012  Best Window Display Award at AmericasMart® Atlanta, January
2012  Celebration of 30 Years in Business by Georgia Lieutenant Governor Casey Cagle
2011  Best Window Display Award at Dallas Market CenterSM, July
2010  Silver Award in Recognition of Technical Achievement Exemplifying The Finest Capabilities of Flexographic Printing
2010  Gold Award in Recognition of Technical Achievement Exemplifying The Finest Capabilities of Flexographic Printing
2010–18  Georgia Governor Proclaims September International Balloon Month
2009  Best Window Display Award at Dallas Market CenterSM, January
2008  Eagle’s Nest Award from the Northeast Georgia Council of the Boy Scouts of America
2008  Georgia Family Business of the Year Award from Cox Family Enterprise Center
2007  Business Recycler of the Year in Athens-Clarke County Recycling Division
2006  Commendation presented by Georgia Governor Sonny Perdue in recognition of the transition from Flowers, Inc. Balloons® to burton + BURTON®
2004–16  Top Team Award for the American Heart Association®
2004  Floral Vendor of the Year presented by Brookshire Brothers Grocers
2003  Second Place Team Award for the American Heart Association®
2002  Silver Award from the Northeast Georgia Council of the Boy Scouts of America
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.

### Awards

<table>
<thead>
<tr>
<th>Year</th>
<th>Award</th>
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<tbody>
<tr>
<td>2019</td>
<td>Recipient of the Lifetime Achievement Award by Georgia 4-H Foundation</td>
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<td>2018</td>
<td>University of Georgia President’s Annual Report recognized Maxine and Bob Burton for Outstanding Philanthropy</td>
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<td>2018</td>
<td>Recognized in the February 2018 issue of Florists’ Review featuring Women Leaders: Their View and Influence Shape Our Industry</td>
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<td>2017</td>
<td>Recognized by the University of Georgia College of Education Insider magazine in the Alumni Spotlight</td>
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<td>2015</td>
<td>University of Georgia College of Agriculture Medallion of Honor awarded to Maxine and Bob Burton in recognition of their service to the college and the agricultural industry in Georgia</td>
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<td>2015</td>
<td>Dianthus flower (Maxine Sweet Dianthus) named in Maxine’s honor by the International Floriculture Expo</td>
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<td>2013</td>
<td>Named University of Georgia Graduate School Alumni of Distinction by University of Georgia</td>
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<td>2013</td>
<td>Inducted into CEO, an international organization of top business leaders</td>
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<td>2012</td>
<td>Key to the City presented by the Honorable Nancy Denson, Mayor of the Unified Government of Athens-Clarke County, Georgia, upon the 30th anniversary of the company, burton + BURTON®</td>
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<td>2012</td>
<td>Athens Woman of Distinction by Girl Scouts of Historic North Georgia</td>
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<td>2009</td>
<td>15 Gifted Women, by Gifts &amp; Decorative Accessories</td>
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<td>2009</td>
<td>Friends of the Extension by Epsilon Sigma Phi in association with Georgia 4-H Foundation</td>
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<td>2008</td>
<td>Recipient of the Georgia Family Business of the Year Award, Large Category, by Cox Family Enterprise Center, Kennesaw State University</td>
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<td>2008</td>
<td>Recipient of the William E. “Billy” Hudson Distinguished Citizen Award, Northeast Georgia Council of the Boy Scouts of America</td>
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<td>2006</td>
<td>Top Emerging Company for Women in the Atlanta Metropolitan Area, Atlanta Woman magazine</td>
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<td>2006</td>
<td>Ruby C. McSwain Philanthropist Award, the National Agricultural Alumni and Development Association</td>
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<td>2005</td>
<td>Alan J. McDonald International Entrepreneur Award from Society of International Business Fellows</td>
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<td>2002</td>
<td>The Leading Women Entrepreneurs of the World by The Star Group</td>
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<td>2001</td>
<td>Ernst &amp; Young Entrepreneur of the Year® for the Retail/Wholesale Category, Southeast Division</td>
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<td>2001</td>
<td>Outstanding Georgia Citizen by Secretary of State Cathy Cox</td>
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<td>1999</td>
<td>Named Lieutenant Colonel, Aide de Camp, Governor’s Staff by Georgia Governor Roy Barnes</td>
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<td>1995</td>
<td>Honoree of the Beta Gamma Sigma Chapter of the University of Georgia</td>
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<td>1994–96</td>
<td>Distinguished Lecturer/Practitioner, University of Georgia Terry College of Business</td>
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<td>1993</td>
<td>International Balloon Arts Convention (IBAC) Crystal Award</td>
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<td>1991</td>
<td>National Marketing Award, Florists’ Review magazine</td>
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<td>1990</td>
<td>Athena Award for Outstanding Female Achievement in the Athens area</td>
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<td>1989</td>
<td>Spirit of Georgia Award, Georgia Industrial Development Association</td>
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<td>1989</td>
<td>Small Business Person of the Year, Athens Chamber of Commerce</td>
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**CONTINUED ON NEXT PAGE**
Boards/Activities/Community Involvement

CURRENT
Chief Executives Organization (CEO)
CEO Women’s Forum
The Committee of 200
First American Bank & Trust
Georgia Council for the Arts, appointed by Governor Nathan Deal, 2013
IFE Advisory Board
Leadership Athens
Leadership Georgia
Society of International Business Fellows (SIBF), Class of 1999
United Fresh Floral Community
University of Georgia Foundation, Emeritus Trustee
Women's Leadership Board of Harvard Business School

PAST
Administrative Management Society
American Cancer Society of Athens
Athens Area Chamber of Commerce, Board of Directors
Athens-Clarke County Economic Development Committee
Athens Junior League Taylor-Grady House, Advisory Committee
Athens Symphony
The Baylor School, Board of Visitors
Darlington School, Board of Trustees and Board of Visitors
Development Authority of the Unified Government of Athens-Clarke County, Georgia
Georgia Chamber of Commerce, Board of Directors
Georgia Children’s Health Alliance, Executive Committee
Georgia Museum of Art, Friends of the Museum
Georgia Ports Authority, served three four-year terms under three governors, 2002–2013
Girl Scouts of Historic Georgia, Board
International Balloon Association (IBA), Board of Directors
St. Mary’s Hospice Professional Advisory Committee
The University of Georgia Alumni Association, Executive Committee
The University of Georgia Foundation, Board of Trustees
The University of Georgia’s President's Club

Dianthus flower named in Maxine’s honor by the International Floriculture Expo
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.

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- **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** Named Lieutenant Colonel, Aide de Camp, Governor’s Staff by Georgia Governor Roy Barnes
- **1991** National Marketing Award, *Florists’ Review* magazine
- **1990** Outstanding Service Award from the National Association of Balloon Artists℠ (NABA)

**Boards/Activities/Community Involvement**

**CURRENT**
- Athens Area Council on Aging, Board of Directors
- Centro Agronómico Tropical de Investigación y Enseñanza (CATIE)
  (Tropical Agricultural Research and Higher Education Center)
- Georgia 4-H Foundation
- Georgia Museum of Art, Emeritus
- Leadership Athens
- Society of International Business Fellows (SIBF)
- Wall Street Club, Member

**PAST**
- Athens Area Health Plan Select (AAHPS), Board of Directors
- Athens Area Chamber of Commerce, Board of Directors
- Athens Area Symphony Band
- Bank of America, Advisory Board
- National Bank of Georgia, Founding Member
- Salvation Army, Board Member

Key to the City presented by the Honorable Nancy Denson, Mayor of the Unified Government of Athens-Clarke County, GA, upon the 30th anniversary of burton + BURTON®
About Us

Customers
The relationships forged with our customers are at the heart of our business. We pride ourselves in providing on-trend products, educational seminars, and ordering assistance throughout the entire purchase process. We consider our customers not simply as business associates, but as friends and family.

Employees
With over 270 dedicated employees on staff to serve our valued customers, this enthusiastic team goes the extra mile to ensure that customers’ orders deliver complete satisfaction. 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 of those families, especially during peak seasons, is vital to the company’s success. The Burtons enjoy time with these families throughout the year with picnics, parties, and other company-sponsored events.

Ensuring joy—one customer at a time

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.

Showrooms
burton + BURTON® maintains four permanent showrooms across the country, including one on-site at the corporate headquarters in Bogart, Georgia. The other locations include AmericasMart® in Atlanta, Dallas Market Center™, and Las Vegas Market™. The four showrooms total over 35,000 square feet of space. Collections and seasonal displays are designed by the company’s own visual merchandising team for customers and markets throughout the year.

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

10 In-house Artists Dedicated to Producing Exclusive Products

Training at Your Fingertips with 15 On-site Experts

99% of Calls are Answered Within Six Seconds—50 Sales Representatives

Convenient Shopping on the Website: DAYTIME. NIGHTTIME. ANYTIME.

Largest Inventory in the Industry

Same-day Shipping
Let’s Build a School in Rwanda—TOGETHER!
burton + BURTON® is partnering with Beacon Technologies, Inc. to weave hope for children in Rwanda. Only about 13% of Rwandan children attend preschool and 50% have stunted growth due to malnutrition. The idea behind Weaving Hope is simple: fund new schools for Rwandan children with sales of beautiful handcrafted baskets made by local artisans in the small Rwandan village of Gitarama. The proceeds go directly to building schools that will nourish the minds and bodies of children—weaving hope for their future.

This mission not only helps the children, it also provides opportunities for Rwandan women to earn a steady living and escape gender-based violence, inequality, and discrimination. These authentic, handmade African baskets arrive directly from a women’s cooperative in the village of Gitarama. Proceeds create meaningful jobs that provide for their families, moving them from crisis and poverty to stability and economic self-sufficiency.

13% of Rwandan children attend pre-school

50% have stunted growth due to malnutrition

100% of proceeds from your purchase goes directly to building schools and feeding programs
Giving Back

Community
Maxine + Bob believe that civic responsibilities are equally as important as personal goals. As a result, burton + BURTON® is involved in many 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, the American Heart Association’s Heart Walks, and the Salvation Army’s Angel Tree Program. 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 health services to all employees, including flu shots. The Burtons are also concerned with promoting women’s health issues, a popular idea among the high number of female employees. (Females make up over two-thirds of burton + BURTON’s personnel.) Female health screenings include biannual mammography scans. 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 receive 75% of their childcare cost reimbursed, and haircuts in the employee salon are offered at minimal cost.

Employee funds and time donated annually to:

- American Cancer Society
- American Red Cross
- March of Dimes
- Salvation Army
- American Heart Association

Big-hearted employees walk to find a cure

Toys for Tots™ spreads holiday cheer at the corporate office
The Burton 4-H Center on Tybee Island

One of the great childhood joys for Maxine and Bob 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 University of Georgia 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.”

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,” said Former University of Georgia 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 enjoy the facility throughout the year for three-day education programs on coastal ecology and the marine environment.

Arch Smith, associate state 4-H leader, reports that time, weather, and heavy use had taken a harsh toll on the center’s buildings. The Burton’s 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
What We Sell

Product Creation
burton + BURTON® is the country’s leading supplier of balloons and gifts. The Art Department at burton + BURTON® creates a full line of exclusive products. In-house artists design collections featuring balloons and coordinating gift products ranging from unique mugs to adorable plush. There is also a lineup of impressive licensed artists to develop original products year-round.

The company offers latex balloons, foil balloons, gifts, plush, supplies, containers, and seasonal products. Seasonal products focus on Valentine’s Day, Spring, Summer, Autumn, and Christmas, as well as those special events in between!