

Maxine Burton Honored with Pink Dianthus "Maxine" by the Floriculture Industry
Bogart, GA (June 18, 2015)

Maxine Burton, president and founder of burton + BURTON[®], was recently recognized by the floral industry by having a flower named in her honor at the International Floriculture Exposition (IFE) held in Chicago, IL, June 8, 2015.

Flower naming events are a venerated tradition in Europe, where queens and heads of state have been honored with flowers named after them in a formal ceremony. Honorees are chosen by a panel of fellow industry leaders. Maxine is only the sixth person to be recognized by the IFE with this award.

The pink Dianthus Sweet F1 is awarded the name and trade designation "Maxine," Dianthus Sweet, a solid true pink multi-flowered variety with sturdy dark green stems. The flower was bred by Linda Laughner of PanAmerican Seed, a division of Ball Horticultural Company.

The award was presented by Cindy Hanauer of Grand Central Floral, a 2012 recipient of the same award. Hanauer said, "It's literally impossible to discuss the history of the floral industry without recognizing Maxine's 33-year role in the balloon, hard goods, and décor industry. Without her continuous involvement over the years, the floral industry would look much different than it does today and would certainly be much less visually impactful."

The award was a surprise to Burton, as the winner each year is a closely guarded secret until the ceremony. Said Burton, "To be recognized by people with whom I have so much history and so much respect is an incredible honor, not just for me but for our entire burton + BURTON family. A very special thanks goes to IFE and Ball Horticulture Company. I can hardly wait until spring to see our flower beds filled with blooming 'Maxine' Dianthus."

The "Maxine" Dianthus will be available in the Spring of 2016.

PHOTO CREDIT: Pictured left to right are Cindy Hanauer, Maxine Burton, and Pieter Landman, surrounded by members of the floral industry at the awards ceremony June 8, 2015. Photo provided by International Floriculture Expo.



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About burton + BURTON

Founded in 1982, burton + BURTON is a family-owned and -operated business that has grown into one of the largest wholesale distributors of balloons and coordinating gifts in the world. In addition to its showroom at the company's headquarters in Bogart, GA, the company also maintains permanent showrooms at the AmericasMart in Atlanta, the Dallas Market Center, and the Las Vegas World Market Center.

About Ball Horticultural Company

<http://www.ballhorticultural.com/FAQ/>

Ball Horticultural Company was founded in 1905 by George J. Ball. The company remains family owned and has a global presence on six continents in 17 countries. The current president and CEO is Anna Caroline Ball, third-generation leader of Ball Horticultural Company.

About International Floriculture Expo

<http://www.floriexpo.com>

International Floriculture Expo is produced by Diversified Business Communication of Portland, Maine. This show is the only industry-wide event that brings buyers and sellers together and serves all segments of the floriculture process from seed to shelf. IFE is the leading trade exposition and educational conference for mass market retailers, supermarkets, garden centers, retail florists, growers, nurseries, event floral designers, and other retailers of floral and foliage products.

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