

W.J. Cowee Introduces Colorful Designer Stone Collections for Floral Designers

BERLIN, NEW YORK, June 8, 2005 – Brian E. Suslak, President & CEO of W.J. Cowee, LLC, the world's largest and oldest manufacturer of wooden floral picks and plant stakes, unveiled the Cowee company's new Designer Stone Collections, an extensive selection of richly colored stones and shell mixes that floral designers can use to accent their floral designs. The entire collection is made from natural crystal stones in 22 different colors, smooth rubbed marble aggregate stones in six different pastel hues, and two colored seashell mixes. Floral designers can use the stones in water, soil or foam as distinguishing design accents, intriguing textural components or creative structural elements in floral arrangements and floral design.

There are 30 different colors in the complete collection, providing floral designers with an extensive palette of colors and styles for creating floral designs suitable for every occasion, holiday or special event. Whether designers are trying to create an everyday look or make a spectacular design statement, Cowee Designer Stones provide designers with a unique new media for creating distinctive floral design.

Suslak explained that floral designers can use the stones in a variety of ways, depending on the look and style they are trying to achieve. "We expect that many floral designers will want to use the stones in clear vases, or at the base of arrangements or plants to cover foam or soil and add a splash of color." Suslak also remarked that he has been impressed by some "truly creative" uses well beyond what was originally imagined as the collection was being developed and tested at the W.J. Cowee Company. Using the stones to add a dramatic textural component to arrangements has proven to be a popular design application, as has integrating the stones into floral designs as a structural element or design accent.

"Floral designers are artists at heart, and I believe they are going to respond very positively to having an entirely new design medium to work with," said Suslak. "The W.J. Cowee Company is dedicated to providing professional floral designers with the tools they need to be successful and creative," said Suslak. "We're very excited about introducing our new line of stones. Professional floral designers know that Cowee products are the top of the line in the industry, so I think they'll be excited by having a new Cowee product to use in their workshops and studios."

Five differently themed color groupings of six colors each comprise the entire Designer Stone Collections. The Earth Collection consists of glaze-coated natural crystal stones in six different earthy and organic shades. The Water Collection is made up of pearlized-coated natural crystal stones in four water-inspired colors and two colorized crushed shell mixes. The Fire Collection includes vibrantly colored natural crystal stones in six bright glaze-coated colors. The Sky Collection is a grouping of smooth tumbled marble aggregate stones in six soft pastel shades with a matte finish. The Mineral Collection consists of glaze-coated natural crystal stones in six sparkling metallic shades.