

What's Under the Roof at 570 Prince Street?

WILDFLOWER **PROMOTIONAL PRODUCTS & APPAREL**

www.wildflowerpromo.com

With the first pen sale, it could be said a local hobby business was destined to grow the moment the deal was inked.

From Bic sales only, Wildflower Vending continued to add new lines over its 30-year history and has since evolved into a significant source of business gifts, promotional items and clothing with customers extending well beyond its Colchester County home.

The business is in the process of changing hands with founder Walter McElhinney passing ownership on to Bob White, who joined the business in sales eight years ago. McElhinney will remain in part-time sales, and a newcomer to the team is office manager Julie Gray. A name switch to Wildflower Promotional Products and Apparel has also been made.

Wildflower has access to just about every product imaginable through suppliers in Canada and the United States, as a member of the Promotional Products Association of Canada. It also prides itself in sourcing Maritime products whenever possible. "If a product can be imprinted we should be able to find it," White explains.

But not everyone is lucky enough to receive one of these unique items, often given as contest prizes or employee gifts, so White identified a new growth avenue – a retail store. Now, in addition to shopping online or through traditional catalogues, everyone has the opportunity to personally check out or try on their potential purchase. Not everything has to be purchased in huge

quantities either, many items can be sold in small numbers, with or without logos.

The opening of the retail store was a significant venture for the new owner, but as word spreads about the superior quality leisure and business clothing available, as well as the all-around neat stuff, White is confident of its success.

"The most common comment we hear after someone new comes into the store is usually to the effect that 'I had no idea you had this much stuff'," said White.

The retail store is open Monday to Friday from 9 am to 5 pm. During the Christmas season it will be open Saturdays from 10 am to 4 pm.



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