Date: January 23, 2015

**Allstate Floral hits all-time high at winter markets**

Allstate Floral recorded its biggest sales ever at the recent winter markets, launching over 5,000 new home and holiday décor products across 20 themes and styles. Buyers responded to brand new multimedia marketing in Atlanta and Las Vegas, driving sales to new highs, while on-trend displays in Dallas earned the company, now celebrating its 35th year in business, the Best Visual Presentation award and double-digit sales growth. With the largest in-stock designs in the market for silk flowers and accessories, Allstate Floral plans to keep the strong momentum going into February’s NY Now Market at the Javits Center where buyers can order spring and everyday items that drop ship directly to their customers within 48 hours. In April at High Point Market, the company will introduce new floral arrangements and trees to its flagship Allstate Living™ line which is designed and assembled in California.

**About Allstate Floral**  
Founded in 1980, Allstate Floral offers designers and buyers worldwide the largest selection of in-stock silk and artificial flowers, greenery, and accessories in the market. Headquartered in Cerritos, California, Allstate Floral has permanent showrooms at the preeminent international home décor and furnishings markets in Atlanta, Dallas, Las Vegas, and High Point. Follow Allstate Floral on Facebook, Twitter, Pinterest, Instagram, and YouTube. [www.allstatefloral.com](http://www.allstatefloral.com) 800.433.4056