



NEW GROWTH DESIGNS SERVES AS THE LEADING PROVIDER OF HIGH-END ARTIFICIAL PLANTS AND GREENERY

###

FOR IMMEDIATE RELEASE:

Greenville, NC - January 9th, 2018 - With a steady market increase in luxury goods, a new age of luxury artificial flowers is quickly approaching. New Growth Designs is at the forefront of this emerging trend, creating exquisitely lifelike artificial flowers, plants and trees for interiors that are celebrated internationally. For the past twenty-five years, New Growth Designs has served both the residential and commercial fields, developing lasting relationships with their clients. Today, they have much to celebrate, including a new 60,000 square foot production and design space as well as an entry into a newly emerging category with their launch of outdoor weather-resistant greenery, New Growth Designs Outdoor.

New Growth Designs has taken luxury floral designs to a new level with true attention to detail that is incorporated into each design. Every piece is undeniably lifelike and handmade in Greenville, North Carolina to withstand time and natural elements, without the need for upkeep, maintenance, or replacement. The founder, Ed Glenn offers limitless designs and showcases his innovative style through the frequent launch of new products and designs.

Ed Glenn's vision for the company began in the early 1990s when he started researching high-quality alternatives to live potted plants in hopes of bypassing common challenges in the fresh floral industry. Glenn started with a few simple prototypes that he built by hand, within no time his vision was brought to life and New Growth Designs was born.

Copying nature's beauty by creating lifelike flowers and greenery made from the best quality materials for everyday living and use is what the team does best. The full collection consists of Flowers, Orchids, Outdoor Greenery, Trees & Greenery, Holiday, Fruit, Stems and Containers. Each arrangement is designed by Glenn and is then hand-assembled in the production studio by a team of designers that are dedicated to creating the most realistic botanical reproductions.

Pushing boundaries in the floral industry has allowed Glenn to achieve what others in the faux floral industry have only dreamed of achieving. New Growth Designs has arrangements featured in some of the world's finest luxury stores, museums, and hotels and used by today's most-renowned designers.

Proudly made in the United States and hand-assembled from the highest-quality materials. To view the complete collection, visit: **www.newgrowthdesigns.com**

- more -

All New Growth Designs products are available for select photo shoots and editorial features. For media and press inquiries or for more information about New Growth Designs, please contact Mary Beth De Loache at Mary Beth Public Relations - (336) 266-0110 or mb@marybethpr.com.

###

About New Growth Designs

Family-owned/operated and located in the heart of Greenville, North Carolina, New Growth Designs brings inspiration from the natural world into their line of faux floral and greenery lines. As the leading industry provider of luxury faux plants, flowers, trees, and versatile weather-resistant greenery, New Growth Designs hand-assembles the finest materials to ensure undeniable, life-like quality.