

Collecting Florists

Floristry is the production, commerce and trade in flowers. It encompasses flower care and handling, floral design, or flower arranging, merchandising, and display and flower delivery. Wholesale florists sell bulk flowers and related supplies to professionals in the trade. Retail florists offer fresh flowers and related products and services to consumers. The first flower shop opened in 1875.

In the Netherlands, the first horticultural college was founded in 1896 in Naaldwijk; the second horticultural college was founded in 1897 in Aalsmeer. In 1926, the first national professional qualification examinations in floristry were held in the Netherlands. The horticultural college in Aalsmeer celebrated its 75th anniversary in 1972 and in 1997 its 100th anniversary. The first professional floristry education started at the RMTS in 1968. The first professor in floristry at the horticultural college in Aalsmeer was Mr. Theo Boerma. In 1972, Theo Boerma started teaching professional evening courses for the floristry diploma: vak-diploma Bloemist-Winkelier. In 1980, Theo Boerma and his wife José Boerma founded the first privately owned floristry school; Boerma Instituut International Floral Design School in Aalsmeer. The floristry diploma was recognized by the Dutch government until 1996. When the borders of Europe opened, the diploma was no longer needed but professional training for Dutch and international students is still organized by the Boerma Instituut.

You might not think that there would be many Florist covers, but Lion Match Co. produced a slew of them as Lion 21 Features and Lion 30-STICKS, and that's in addition to the assortment of covers from florists from all over the U.S. Additionally, being centered around flowers, many of the covers are quite colorful.

The late Jo Wilding, TX, reported in June 1997 that she had 581 Florist covers in her collection.

