

# Jacob Maarse Florists

Pasadena, CA    www.JacobMaarse.com

In the floral business offering cut flower bouquets that last longer with colors that are more vibrant is a big competitive advantage. Premier Los Angeles area florist, Jacob Maarse Florist, is known for beautiful and innovative floral designs. Hank Maarse knew they needed clean water for employees, plants and cut flowers. Not only did he want a system that would allow them to eliminate their bottled water cost, but he also wanted better water to reduce their reliance on chemical floral preservatives for cut flowers. Delicate live orchids in their greenhouses also require clean water. Hank Maarse chose a LifeSource System. Now Hank is saving money, pleasing his employees, as well as providing a better value for his demanding customers.



Floral display inside the Jacob Maarse shop

**"We've found that cut flowers keep their vibrant color better and last 3 to 5 days longer when kept fresh in LifeSource Water. Our florists love the taste of the water too!"**

Hank J. Maarse - President, Jacob Maarse Florist



Hank Maarse with his LifeSource System



Since 1966, Jacob Maarse Florists has been the premier florist in the Los Angeles area, and are the exclusive florist for the Tournament of Roses Parade. The original staff of seven has grown to sixty employees, some of whom have worked for Maarse for more than thirty years. Unique among local florists, Maarse grows roses in his three-acre Sierra Madre garden that are sold in the shop and used in many floral arrangements. The Maarse family has a close relationship with farms throughout the world to provide only the finest and freshest blooms delivered daily, direct from the growers.

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