

P R E S S R E L E A S E

Southern Botanical earns PIA's Award of Excellence for recyclable, living conference décor!

Las Vegas, NV, September, 2011 – Southern Botanical, Inc. of Dallas, Texas has been selected as the recipient of the Award of Excellence in the category of Special Events and Holiday from the Plantscape Industry Alliance, PIA, during Plantscape Industry Expo, their annual conference and trade show. While many entries received an Award of Merit at the event, only a small percentage received the prestigious Award of Excellence.



Southern Botanical's winning installation of an impressive, 98% recyclable "green" conference environment was designed and created to replace the ubiquitous trade show drapes and carpet rolls with a living, energetic and colorful environment that was then moved and permanently installed at their client's corporate campus following the conference. Live trees, shrubs, flowers and grass surrounded the indoor conference areas, adorned the table tops and created a beautiful, refreshing outdoor patio feel for attendees.



"It is hard to imagine how many chemicals and kilowatts go into manufacturing, transporting, storing and cleaning the typical conference décor," said Andrew Lenz, Director of Interior Plants and Floral Décor for Southern Botanical. "We wanted to further our client's "green" initiatives and install something that was both beautiful and environmentally beneficial. The fact that almost the entire display became a permanent part of the corporate landscape is an incredibly forward-thinking idea that will enhance their environment for years to come."



Southern Botanical is the DFW benchmark for high-end landscaping and garden management. A turnkey vendor for complete indoor and outdoor horticultural décor, irrigation, drainage, and hardscape installations, Southern Botanical has one objective - total commitment to meeting clients' individual needs. They hire only licensed and certified professionals to lead their teams, and all employees attend a weekly continuing education program. Their clientele includes many high-end residences, exclusive hotels, HOA's and commercial properties, but no job is considered too big or too small.

For more information, contact James Cali at 214.366.2103.

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