

Wildflower Vending Puts Down New Roots

Wildflower Vending has come a long way since its inception in 1981. The company was started as a hobby by Walter McElhinney and sold Bic lighters out of vending machines. However, McElhinney decided to take his hobby to a new level. Soon after, calendars and wearables were added. Eventually, Wildflower Vending became a full-fledged promotional products business. Now, Wildflower is going even bigger, by opening a store front at 570 Prince Street in Truro which will showcase the merchandise available for sale.

Sales Manager Bob White says the decision to open a store front to showcase products wasn't a difficult one to make.



Sales Manager Bob White stands in front on a display shelf at the new location for Wildflower Vending, 570 Prince Street, Truro

“It’s about allowing the customer to touch and feel what they are buying, rather than ordering from a catalogue,” said White. “People want to come and see the actual merchandise for themselves.”

The showroom’s official opening takes place January 5th. Merchandise includes shirts, sweaters, jackets, hats, mugs, and pretty much anything else you can think of that a logo can be printed on.

location,” explained White. “With the products on display, it gives us the opportunity to really catch the customer’s eye.”

“Organization and visibility are the two biggest advantages of the new

White says pens and calendars have always been big items for the promotional products company. He doesn’t expect that to change much. However, he says some new items will be added with the opening of the new location.

“We are definitely going to be carrying more products and more lines,” said White. “With limited space you carry limited products. With our new location, that problem has been alleviated.”

New products for Wildflower Vending include an expanded glassware line, wedding favours, plush toys for events like anniversaries and several others. According to White, everything on display in the new showroom is for sale.

“It doesn’t have to have a logo on it,” explained White. “That’s a fairly big

misconception when it comes to our line of business. If it's on our floor or in our catalogue, you can buy it. You don't need to have something printed on it."

As for the addition of new employees, White says if he has to hire more, than he's more than willing to do so.

"It's a supply and demand thing. We'll stick with what we have for now, but if the demand is there and we need extra bodies, I'll be happy to hire on more people"

White says Wildflower Vending makes every attempt to have its printing done locally and to carry as much product from this province as possible. He adds it simply makes sense to support other local businesses.

As for the effects of the much talked about economic downturn, White says Wildflower Vending isn't really feeling it. He describes the business as a "mid-stream one."

"When business is good, companies buy promotional items as a way of saying thanks. When business is slow, they'll buy promotional items in an attempt to increase their numbers."

White says the minimum order always has been and always will be one. He says that's Wildflower Vending's way of trying to help out the little guy.

"It's all about personal service," says White. "Help the little guy get started and he'll stick with you as he grows."