



OUR COMPANY

WHO WE ARE

FloraCraft is the world's leading manufacturer of foam products for the craft and floral industries. A family-owned and Michigan-based company, our 200+ employees provide innovative American-made products to Walmart, Michaels, JOANN, Amazon and other leading retailers from our headquarters in Ludington Michigan.

FloraCraft inspires the imagination to Make It: Fun! for creators everywhere through our innovative crafting and floral foam products. We are proud to be the industry leader for creators everywhere through our well-respected house of brands, including Artesia®, Desert Foam®, Gala Boutique® and others.

We make products that allow second-graders to build Styrofoam snowmen. Our products supply the foundation for floral arrangements to celebrate weddings and to mourn deaths. Our products provide centerpieces at baby showers, fall wreaths on front doors, decorations for dorm rooms, favors at graduation parties and so much more – for every season of our lives.

ABOUT OUR ROOTS

Founded after World War II, FloraCraft is a family-owned business success story built by owner and Chairman Lee Schoenherr, who leveraged the purchase of his uncle's business with several astute acquisitions.

As a child growing up in Ludington, Lee would collect leaves, ferns, grasses and flowers for his uncle's company, where they would be turned into dried floral arrangements and sold. After college and a brief stint in the military, he returned to Ludington and accepted a sales position with the company, traveling the country to expand the reach of the business beyond the Midwest.

Lee returned to Ludington in 1973 with his new wife, Joan, and purchased the company from his uncle with an eye to growing the company to be a leader in the burgeoning craft business. He changed the company name to FloraCraft to better position its standing in both the floral and craft industries and began buying his competitors and putting them under the FloraCraft banner.

Along the way, Lee's vision and tenacity secured key accounts with major national retailers, while remaining true to the company's hometown roots. He instilled an entrepreneurial spirit within the company, encouraging everyone to explore their creativity and find new opportunities. No matter what, however, he has always striven to "make it fun" for the entire FloraCraft family – an attitude still found at the company today.



Lee Schoenherr, chairman



ABOUT OUR PEOPLE

At FloraCraft, our team is the heartbeat of our organization – driving excellence and innovation to provide exceptional products to our customers. We enjoy a stable workforce with employees with an average tenure of nine years. Some families are second- and third-generation employees – and some have been with us for 45 or more years.

Through competitive pay, exceptional benefits and a wonderful work culture, our goal is to be an employer of choice in Northern Michigan.

OUR ENVIRONMENTAL COMMITMENT

FloraCraft is committed to reducing its environmental impact by recycling more than 98 percent of its foam fabrication scrap, which is collected and reused in other FloraCraft products or sold to companies who utilize recycled materials.

OUR COMMITMENT TO COMMUNITY

FloraCraft believes in giving back to our community by supporting the arts, education, sports and other initiatives that make Ludington a wonderful place to live, work and raise a family. We are dedicated to protecting American jobs by maintaining its independence as a locally owned and operated Michigan company.

OUR COMMITMENT TO QUALITY

We are committed to making the highest-quality products at affordable prices in a safe environment that puts the needs of our team members first.

KEY INFORMATION

- Founded in 1946. Purchased and renamed in 1973.
- Leading fabricator of foam products for craft and floral industries.
- 200 employees.
- Products available in 20,000 stores.
- Customers in all 50 states and 18 countries.
- **Mission:** We honor our FloraCraft heritage by providing excellence in products and supply chain to our customers. We Make It: Fun!® for our employees and our consumers.

HOW TO REACH US

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