

FLORACRAFT®

BY THE NUMBERS



3,000+
products shipped
around the globe

Products sold in

50 states &

20 countries



98%

of fabrication scrap
is reused

DISTRIBUTED IN



16,000

stores with



HUNDREDS

of shapes and sizes
to choose from

MILLIONS

of projects made by our

MILLIONS

of customers

Fun manufactured:

ENDLESS



1946

company was founded



1974

Lee Schoenher
purchased company



1990

name changed
to FloraCraft



2020

Launched first craft and floral
foam made with recycled plastic



200+

employees with



9

years average tenure



65

years: our longest tenured employee



0

layoffs since our founding

25
MILLION

board feet of foam
used annually

— which
equals —



5,000 miles or a roundtrip
from Washington D.C. to
Los Angeles

House of Brands

