

Contact: Elizabeth St.Clair
(518) 658-9000 x210
estclair@wjcowee.com

FOR IMMEDIATE RELEASE

W.J. COWEE, LLC INTRODUCES NEW KOLOR STIX PLANT STAKES

BERLIN, NEW YORK, September 18, 2006 -- W.J. Cowee, LLC has recently added a line of brightly colored 18” hardwood plant stakes to its extensive line of floral picks and stakes. Cowee’s new Kolor Stix are available in six vibrant colors – hot pink, lime green, bright yellow, orange, red and emerald green.

The brightly colored stakes can be used by floral designers as design elements, structural components, or decorative accents. They are also perfectly sized for use as balloon or novelty item holders.

The palette of colors meets design needs throughout the year. The yellow and orange are just right for creating Halloween and fall harvest designs. The red and emerald green are useful as classic holiday colors, and the hot pink, lime green and yellow create a bright springtime look.

Jim DelPrince, AIFD, PFCI, Associate Professor of Floral Design at Mississippi State University used the new Kolor Stix in a design demonstration for floral designers at the national AIFD meeting in Washington, DC. “Kolor Stix provide a quick and easy way to support plant and flower stems in design,” commented DelPrince. “And because of their fun, party colors, they also offer design inspiration for so many designs and techniques.”

Kolor Stix, which are packaged in bundles of 100, are currently available nationwide from floral wholesalers. W.J. Cowee, LLC is the world’s leading manufacturer of wooden floral picks, plant stakes and other accessories for professional floral designers.

#