



PRESS RELEASE

Sarah's NPD role

Former florist Sarah Davenport has joined Butters Group as New Product Development Manager.

Sarah ran her own floristry and interiors shop before joining World Flowers in Hook, Hampshire, in 2006 as a product development manager.

During her time there, she designed products for Tesco, Sainsbury and Waitrose, and was responsible for launching a new account with relay operator Interflora, which quickly became World Flowers' biggest direct account.

She also developed the company's first Fair Trade mixed bouquet line to go into a supermarket, as well as environment-friendly packaging options.

Sarah says that having run her own businesses as well as having worked for a big-name supplier has given her a particular focus on customer care.

Of her new role at Butters, she says it offers an opportunity to "combines the creative and the commercial".

"The challenge here is to drive development across all our accounts by being much more inspirational and proactive, and constantly approaching customers with ideas", she says.

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