

Hello Mini

New Collection 2019 _ "Hello Mini" Messenger Series

- Hello Mini Frame Messenger
- Hello Mini Medal Messenger
- Hello Mini Stand Messenger
- Hello Mini Bouquet
- Hello Mini Flower Box



BFA CO., LTD. is a *SPG company manufacturing, distributing, and selling all essential items for home gardening

*SPG=Specialty store retailer Private label Gardening brand



BFA launched business with selling cut-flowers in 1996. The company directly manage 45 branch stores nationwide as well as supply items to 50 stores of Shinsegae E-Mart, the biggest discount market brand in Korea.

Since BFA established the corporation in 2004, we have developed and supplied more than 300 items to revive a backward horticulture industry in Korea by launching gardening brand **FRESH GARDEN**.

Also, **FRESH GARDEN CAFÉ**, a mixed café selling not only coffee, but also plants, flowers, and gardening items, is currently in preparation for grand opening scheduled in July, 2018.

The company has laid the foundation for a better and more differentiated customer experiences by training professional personnel for product development, international sourcing, logistics, procurement, and store management.

There are currently 80 employees working together for future-oriented gardening business.



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Hello Mini Frame Messenger

Bouquet combining with a plastic frame pot delivers a special message to a recipient.

The package includes a mini card decorated with a preserved dry flower and message sticker labels. Customers can choose a message they like among various message letters and easily attach them to the ribbon.



Components ▶ Flower frame & Message sticker & Dry-flower card



Hello Mini Frame Messenger

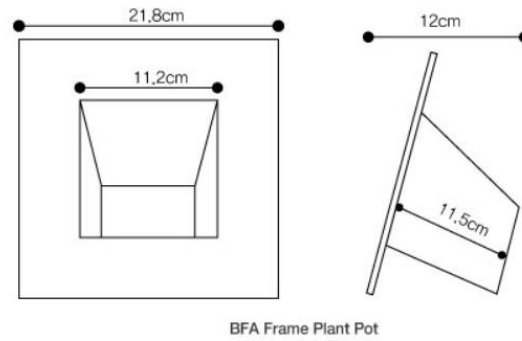
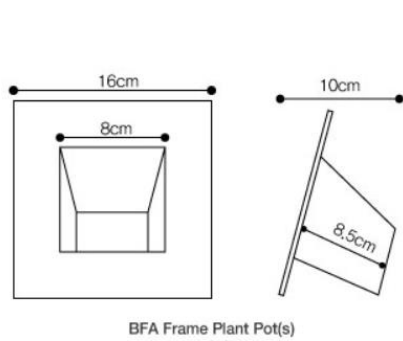
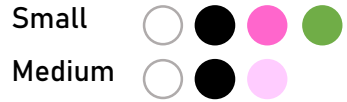


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Hello Mini Frame Messenger

- Flower & Ribbon Colors can be variously designed following concepts
- Material of Frame _ Plastic (Made in Japan)
- Size & Color



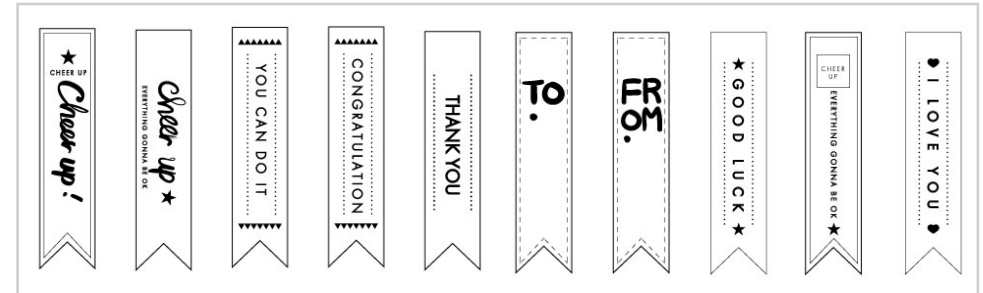
- Styles can be variously designed following concepts



◆ Special Composition

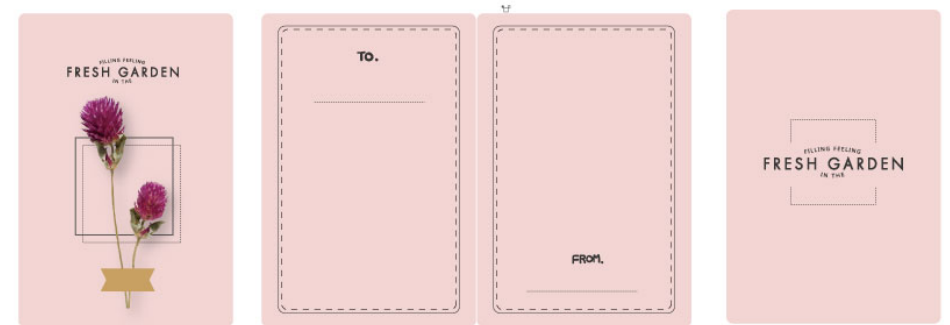
(1) Message Sticker

- 10 kinds of Message Sticker for Recipient
- Choosable messages following the goal of a gift



(2) Dry-Flower Mini Card

- Decorated with a preserved dry-flower
- Antique & Lovely & Nostalgic
- Size _ 2.5" x 3.8"



Hello Mini Medal Messenger

Flower Medal delivers a special message to a recipient. The package includes a mini card decorated with a preserved dry flower.



Components ▶ Flower Medal Necklace



Hello Mini Medal Messenger

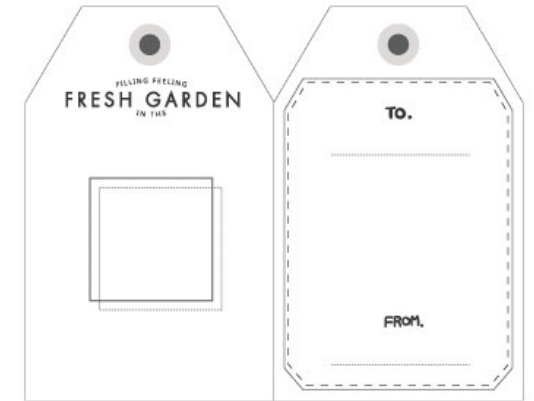
- Flower & Ribbon Colors can be variously designed following concepts
- Size_ 4.72" (Diameter) / Ribbon Length_ 14"



◆ Special Composition

Dry-Flower Mini Card

- Decorated with a reserved dry-flower
- Antique & Lovely & Nostalgic
- Size_ 2.5" x 3.8"



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Hello Mini Stand Messenger



Bouquet combining with a mini wood easel delivers a special message to a recipient. The package includes a mini card decorated with a preserved dry flower and message sticker labels. Customers can choose a message they like among various message letters and easily attach them to the ribbon.

Components ▶ Flower stand & Message sticker & Dry-flower mini card



Hello Mini Stand Messenger

- Flower & Ribbon Colors can be variously designed following concepts
- Size_7.1" x 11.4" (H)

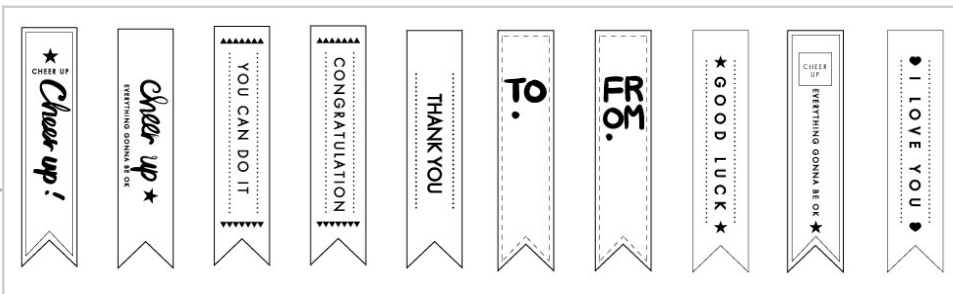


◆ Special Composition



(1) Message Sticker

- 10 kinds of Message Sticker for Recipient
- Choosable messages following the goal of a gift



(2) Dry-Flower Mini Card

- Decorated with a preserved dry-flower
- Antique & Lovely & Nostalgic
- Size_3.8" x 5.5"



Hello Mini bouquet

Mini Bouquet made with soap flowers which can be preserved lovely forever. The package includes a mini card decorated with a preserved dry flower and message sticker labels. Customers can choose a message they like among various message letters and easily attach them to the ribbon.



Components ▶ Bouquet & Message sticker & Dry-flower card



Hello Mini bouquet

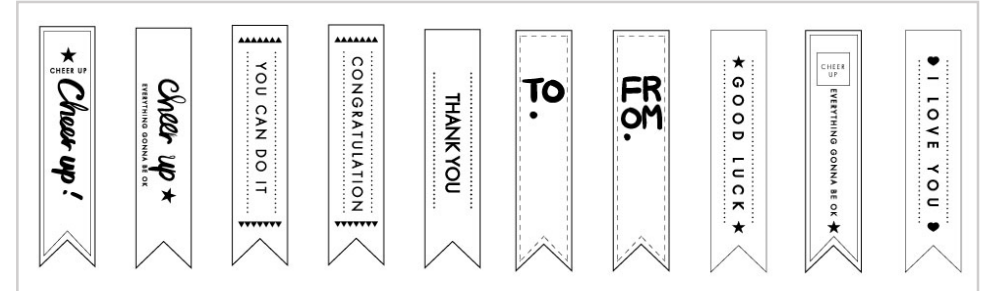
- Flower & Ribbon Colors can be variously designed following concepts
- Size_ 6.7" x 6" (Length)



◆ Special Composition

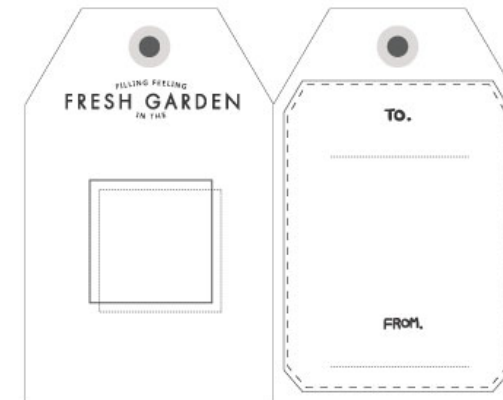
(1) Message Sticker

- 10 kinds of Message Sticker for Recipient
- Choosable messages following the goal of a gift



(2) Dry-Flower Mini Card

- Decorated with a preserved dry-flower
- Antique & Lovely & Nostalgic
- Size_ 2.5" x 3.8"



Hello Mini Flower Box



A Gift Box composed of flowers.
The package includes a money envelope
decorated with a preserved dry flower.
Customers can present a money gift packaging
with a beautiful flower box.



Components ▶ Flower Box & Dry-flower Money Envelope



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Hello Mini Flower Box

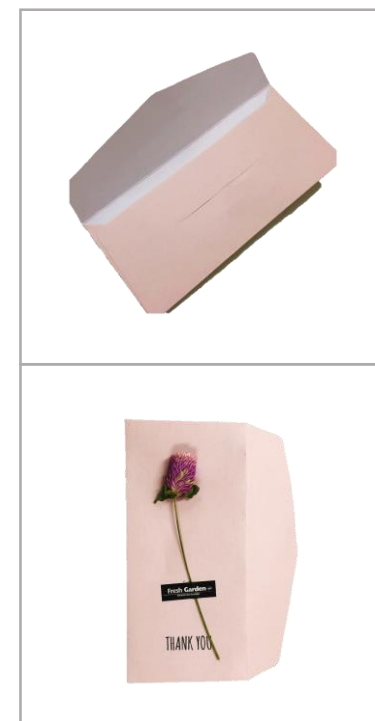
- Flower Colors can be variously designed following concepts
- Size _7" x 7" x 3.2" (H)
- Box Color ● ●

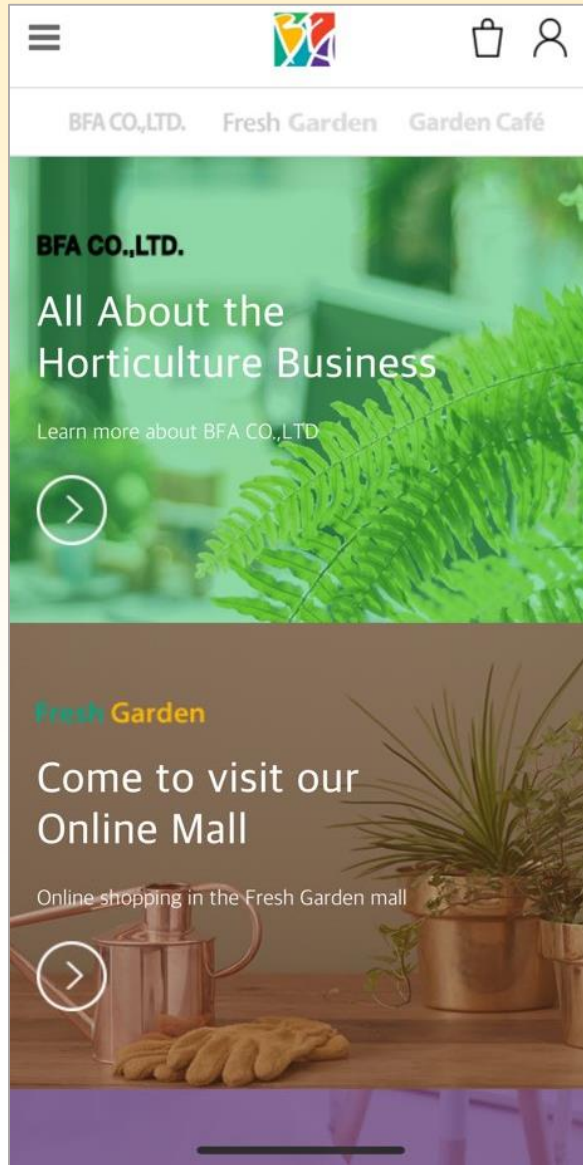



◆ Special Composition


Dry-Flower Money Envelope

- Decorated with a reserved dry-flower
- Antique & Lovely & Nostalgic
- Size _3" x 6.3"







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Credits
Photography & Styling _Nama Kim

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thank you