



**- MEDIA RELEASE -**

## **SCENT FROM THE ISLANDS SCOOP MAJOR INDUSTRY AWARD**

A family-run scented flower by post business on St Martins on the Isles of Scilly has been recognised for its success in selling direct to their customers by winning a prestigious industry award.

At a glittering award ceremony held at the Natural history museum in London, Isles of Scilly company Scents from the Islands were announced as the winners of an ECMOD award in the consumer category for giftware & gadgets.

The annual ECMOD Awards recognise and applaud best practice, outstanding achievements and strong performance delivered by companies which operate via multiple channels to sell direct to their customers.

Compered by TV presenter Jennie Bond and with performances from opera singers disguised as members of the catering company's waiting brigade, the evening was certainly one to remember by Zoe Julian, director of Scents from the Islands who collected the award.

*She said: "Being short listed for an ECMOD award was a massive achievement in itself and winning our category is really a testament to what the business has achieved in recent years. We were up against some big name companies so as a family-run business from the Isles of Scilly, we're naturally thrilled to have been crowned as the best in our specialist area."*

**Ends**

**5 March 2007**

**Notes for editors**

## **ECMOD**

The European Catalogue and Mail Order Days (ECMOD)

For further information visit [www.ecmod.com](http://www.ecmod.com)

## **Churchtown Farm**

Churchtown Farm have enjoyed steady growth year on year since they switched from selling their exquisitely scented blooms away from a handful of supermarkets and wholesalers to using the Royal Mail's first class postal service to deliver gift packs of flowers direct to customers through their brand **Scent from the Islands**, established in 1992.

From an initial workforce of just two, the Julian family from St Martins now employ 18 full-time staff and hire up to 30 extra workers during peak seasons to meet the growing demand for their flowers which are so inextricably linked with the landscape, people and economy of the Isles of Scilly.

## **Scent from the Islands**

Scent from the Islands send on average 1500 boxes of flowers a month by air and sea for distribution by the Royal Mail throughout the country. During seasonal peaks like Christmas and Mother's Day this can rise to 10,000 orders in a single despatch.

Although the scented narcissi season is now drawing to a close the start of the summer certainly doesn't mean a lull in orders at Churchtown Farm as the business shifts production to scented Pinks to provide quality British grown traditional blooms to customers throughout the UK by mail order. To order from Scent from the Islands call 0845 345 1691 (all calls at local rate) or 01720 422 169 or order online at [www.scillyflowers.co.uk](http://www.scillyflowers.co.uk)

## **Photography**

An image to accompany this release is attached and shows Zoe Julian receiving the award from Jenni Bond.

## **For further details, please contact:**

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