

# Gifts for any occasion

Flax Gifts of Distinction is owned by Dianne (Di) Gallagher, who purchased the online business 18 months ago after working for 30 years in a corporate environment.

Flax was a well-established Christchurch business with a reputation for beautiful and unique personalised gifts. Gallagher quickly realised it was exactly the kind of business she needed to satisfy her creativity.

Flax caters for any occasion, to any budget and delivers to any destination, whether it be that one-off gift for a special occasion or a large corporate order.

Gallagher can create a fabulous gift incorporating a wide assortment of delectable edible treats — many sourced locally — as well as quality linens and homewares.

She specialises in creating unique hampers, which are beautifully packaged in traditional baskets, on willow trays, wooden chopping



Flax Gifts of Distinction can put together the perfect gift with a range of delicious goodies, hand picked to suit any occasion.

boards, wooden platters or in modern black-and-white striped boxes.

"Flax customers don't have to choose from a standard range of hampers," Gallagher says. "We can create a hamper specially for them."

Flax Gifts of Distinction offers a wide range of gift ideas, specialising in high-quality food items and personal products. These include delicious nibbles, dressings, sauces, chutneys, glazes and beverages, linens and homewares, chocolates and sweets, bodycare products and baby products.

Gallagher understands the gifting gesture is loaded with sentiment and the desire to make a lasting impression, and is happy to liaise with her clients about the occasion and recipient of the gift to ensure client expectations are exceeded — right down to the colour of the organza and silk ribbons Flax gifts are finished with.

### Corporate and Christmas gifts

Flax Gifts of Distinction has a dedicated following including clients who have worked closely with Gallagher on several occasions to create an exclusive gift.

She creates a lot of hampers for birthdays and new babies, and specialises in putting together the perfect corporate gift for a wide range of businesses. "I have a lot of corporate clients and they know they can

get a personalised gift from Flax. I can target the gift for the recipient," Gallagher says. "I do a lot of work for real estate agents, building and development companies, healthcare providers and other businesses."

Gallagher appreciates that often clients don't see the finished gift that is being delivered, and is happy to email images of the gift to clients; who are always delighted with the gift and impressed with the personal service Flax offers.

With Christmas approaching, Flax is expanding its product range to include a variety of beautiful Christmas products, including puddings, Turkish delight and nougat. These gifts will be available for ordering by the end of October and can be packaged in gorgeous traditional packaging, with speciality Christmas ribbons and embellishments.

In addition to Flax's own website, the company's gifts and new products can be viewed on the BillboardMe promotional website, which includes testimonials from happy Flax customers.

In true Cantabrian style, Flax has recently donated gifts to Ray White SI Real Estate Conference in support of Ronald McDonald House, and The Bone Marrow Cancer Trust in support of Ranui House — both based in Christchurch and both truly deserving.

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Hi Catherine

I instantly knew that BillboardMe was for Flax when you told me about it; and I am excited to tell you about the results I have had in just 3 days!

Since my first update went out I have received 4 orders (3 new customers) as a direct result of it - Fantastic! WOW – what a great business tool this is!

Cheers Di Flax Gifts of Distinction.

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The team at Walker Davey Ltd are pleased to have Dianne and Flax Gifts of Distinction on our valued client base.

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