

MADE IN THE U.S.A: Florian Tools

Durable and handcrafted, floral and gardening tools endure for a lifetime.



Avid gardeners already know about **Florian Tools**, a family-owned manufacturer of hand-pruners, loppers and what I call “floral snips.” That’s because Florian has traditionally been a big presence on the spring flower and garden show circuit around the country.

Like many of Florian’s customers, I find it satisfying to use a well-made tool, knowing it’s backed by a lifetime guarantee to last.

Company vice president and a third-generation member of the family, **Beth Florian** says there’s a lot of company pride behind the “Florian USA” stamp that appears on the base of each precision-ground stainless blade.

The Southington, Conn.-based company began in 1937 when **R. Stuart Florian** opened **American Standard Company**, known for tools, dies and metal stamping. In 1965, Mr. Florian came up with an invention called the ratchet-cut pruning tool, inspired after watching his wife struggle with standard pruners.

The ratchet system not only makes gardening tasks easier for those with hand difficulties, but also enables do-it-yourselfers, professionals and landscapers to create and maintain beautiful gardens and landscape designs.

Florian Tools has been manufacturing high-quality gardening tools ever since. Of interest to florists is the fine-nose pruner, which Florian introduced in the 1980s, and the hand pruner – a descendant of the original ratchet-cut tool.

Used for deadheading flowers, bonsai, Ikebana and other floral design projects, the fine-nose pruner has a scissor-like spring mechanism, stainless steel blades and nylon (rather than plastic) handles. Full-disclosure: This is my favorite floral tool. It never rusts; it’s comfortable to hold; the blades

rarely need sharpening, and on the unlikely chance of breakage, Florian will repair or replace tool parts. It also carries a retail price of \$27.75, a far cry from ubiquitous plastic floral snips that are imported and sold for \$5.

The hand pruner is a hardworking tool not only perfect for gardening tasks, but also ideal for floral designs incorporating woody branches. The ratchet mechanism allows for ergonomic cutting and the blade cuts flower stems without crushing them. Like the fine-nose style, Florian makes its hand pruner in a number of fun colors – red, purple, yellow, pink – and special edition red-white-and-blue and “flower power” wraps. The retail price for these tools ranges from \$35.25 to \$39.95.

Why invest in a USA-made tool? “We stand firm in continuing to manufacture our tools here,” Beth says. “We could go overseas tomorrow and have these made, and there are others who have hopped onto our years of marketing, copied our designs for \$2.50 and sell knockoffs that break.”

It’s encouraging to know that there are gardening and floral tools still made in the USA for customers who want to invest in something durable and long-lasting, made by a company keeping jobs at home. As Beth points out, “Good tools aren’t cheap and cheap tools aren’t good.”

Details: Florian Tools
Website: floriantools.com

Wholesale: Florian offers a wholesale program to retailers and designers. You can inquire for details through the website. ■