



Dramm Echter Farms
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Your Farm Fresh Flower Connection

Press Release

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DRAMM AND ECHTER ANNOUNCES REBRAND

Encinitas, CA- Dramm and Echter, a premier California flower farm and international wholesaler, today unveiled a new logo and the business' rebrand to Dramm Echter Farms. The comprehensive rebrand comes after a year of transformation to stay abreast of the ever-evolving floral market and consumer preferences. The rebrand highlights their focus on connecting farms of all sizes to the floral marketplace.

"The focus is clear and simple," said Dramm Echter Farms President Bob Echter, "**Connecting Fresh Flowers to the World! ¡Conectando Flores Fresca Al Mundo!**" Recognizing the floral industry's diverse population, Bob takes pride that his company focuses on both domestic and international products, farms, customers, and staff.

The Dramm Echter Farms logo brings a colorful new visual identity, characterizing the brand as bold, steadfast, and vibrant. "Our logo represents the diversity and innovation we strive to achieve in our industry, while staying true to our roots as flower farmers," Beth Hartman, Marketing Director adds, "While our local and international partnerships continue to grow and strengthen the value we can share with our customers, our core values remain the same- **As farmers we will always be respectful of our customers, employees, and the environment.**"



About Dramm Echter Farms

The founding partners, Jim Echter and Gene Dramm, began farming in Encinitas, California in 1972. While many things on the farm have changed over the years, one thing stays the same- their dedication to providing high-quality flowers to wholesalers, florists, and mass-market retailers nationwide.