

# Koch & Co Pty Ltd Extends Wedding & Events Range

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The Sydney based floral and gift wholesaler, Koch & Co, is proud to announce the expansion of its wedding and events decoration range.

When asked about the store's new wedding and event offerings, Koch's Managing Director, Karl Papas commented:

"We believe great design should be affordable. Since we supply wholesale wedding accessories to the trade market, and also sell to retail consumers, we're perfectly positioned to bring exciting products to market, products that are both stylish and inexpensive," Mr. Papas said.

With more and more couples opting for non-traditional wedding ceremonies that incorporate DIY elements, Koch has the ideal wedding decoration range for modern couples looking to stage a creative wedding ceremony.

With the increasing popularity of all things "retro," the company believes there's a strong market for wedding accessories with vintage design elements. "Great Gatsby" inspired "jazz age" designs continues to be popular, with brides opting for simple, elegant weddings, quality wedding accessories, and a glamorous feel.

For those looking to stage a rustic or country themed wedding, Koch stocks a wide range of mason jars, vintage bottles, and natural decorative accessories such as jute and hessian ribbon. Playful, rustic accessories like antique watering cans, easels, and glass tealights are expected to continue to perform well. While vintage cloches and terrariums are also a big trend, wedding stylists and brides use cloches in different sizes to create beautiful table centrepieces.

"The new products in the 2014 range will tie in with the rustic and vintage themed trends that have become so popular in recent years, as brides look to take a personal, bespoke approach to their wedding ceremonies. I believe our new products will strongly appeal to all the DIY enthusiasts out there as well as professional stylists," Mr. Papas said.

## About Koch & Co Pty Ltd

Koch & Co is an Australian family owned business. Established in 1931, Koch has been a manufacturer and florist supplier for over 80 years.

Over the years Koch has expanded and grown into an occasion and wedding superstore. At Koch you can find everything that you need when it comes to wedding party decorations, favours, bonbonniere, silk flowers, table decorations and decorative wedding ribbons.

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