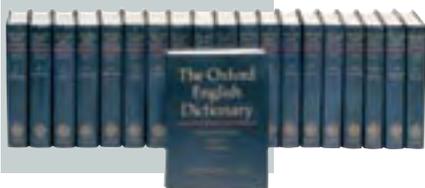


Dictionary going out of print?

It's been in print for more than a century, but in the future, the Oxford English Dictionary may only be available online.

Oxford University Press, the publisher, said yesterday that burgeoning demand for the dictionary's online version has far outpaced demand for the printed versions.

By the time the latest edition is finished being revised and updated, publishers are doubtful there will still be a market for the printed form. (AP)



BY LANA BORTOLOTT
Special to amNewYork

For New Yorkers lacking time and a garden plot, there's a new service that ensures a visit from Mother Nature every week. That's the idea behind H. Bloom, an online floral subscription service that delivers fresh flowers to your door.

Bryan Burkhart, 35, and Sonu Panda, 34, former classmates at the University of Pennsylvania, co-founded the Chelsea-based company in April, providing an alternative between pricey storefront florists and cheap corner deli bouquets.

"We're redirecting people who spend their money on dyed carnations at the deli," said Burkhart. But he's focused on corporate clients, too,

which range from high-end boutiques to trendy hotels.

"We discovered that by eliminating the retail storefront and spoilage, we could offer a luxurious product at really affordable prices," he said.

The subscription model results in minimal inventory and zero spoilage — costs often passed on to consumers.

Subscribers receive fresh flowers for \$35 per bundle, including delivery in Manhattan and some neighborhoods in Queens and New Jersey. The first delivery includes a simple vase, which fits all subsequent arrangements.

Midtown resident Sana Clegg, a public relations manager for Ivanka Trump Fine Jewelry, has been a customer from the beginning, and she said home delivery saves her time, money and frustration.

"I was going to the deli every



H. Bloom co-founder Bryan Burkhart

(DEIDRE SCHOO)

six days and it was getting costly, and the arrangements I was putting together were not amazing," she said.

She added, "That bouquet at

the florist would have cost \$100 hands-down."

For more information on H. Bloom and its products, go to hbloom.com.

Florist's fresh deliveries

\$3.56B

Industry-wide flower sales in 2008

1,500

Square feet of loft space that houses H. Bloom

125

Number of H. Bloom residential subscribers

40

Number of H. Bloom corporate subscribers

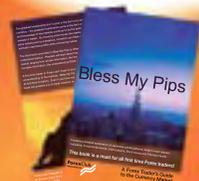
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