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**Spring festival by Danziger: 70 years of spreading flower joy worldwide**

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As spring emerges with its vibrant tones and blossoms, the floriculture industry reaches its peak, showcasing nature's breathtaking beauty. Within this spectacle, [Danziger](#) announced its 70th spring anniversary.

Danziger has been an integral part of the floriculture landscape for seven decades. Founded by the visionary couple Ernest and Zehava Danziger in the early 1950s, the company's journey began as a testament to love, determination, and the ability to dream big.

From a modest beginning as a small family business, Danziger has blossomed into a global leading player in the floriculture industry, spanning over 63 countries and touching the lives of millions. With more than 3000 employees worldwide, Danziger's commitment to innovation is evident in its breakthrough assortment.

Yet, amid its global reach and exponential growth and assortment, Danziger remains true to its familial roots. Three generations of the Danziger family have nurtured the company, each contributing their green thumbs and unwavering passion and dedication. It is this familial bond that has fostered a culture of teamwork, collaboration and sustainable partnerships—a legacy that continues to thrive.

In reflecting on the past seven decades, Danziger recognizes that its success is not solely measured in numbers but in the diversity of people and cultures it has touched. From every corner of the globe, Danziger's global family has come together to spread joy and beauty—a testament to the transformative power of the floriculture industry.

Danziger invites you to take part in its spring festival, held in seven countries, spanning five continents, with hundreds of people dancing [here](#).

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