

Modern Retail Quotes Benesch Partner Seth Kleinman on How floral delivery company FTD revamped its operations following bankruptcy

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Benesch Partner Seth Kleinman was quoted in *ModernRetail* regarding how floral delivery company FTD revamped its operations following bankruptcy. More than three years after exiting bankruptcy, floral delivery company FTD is regaining its footing in the gifting business by diversifying its product lineup and making it easier for florists to fulfill same-day deliveries. “The challenge for the company is can they actually do the things they tell the judge on paper that they’re going to be able to do?” Kleinman said. But every company’s story is different. Some wind up in what is colloquially known among attorneys as “Chapter 22,” Kleinman said, or having to file for bankruptcy a second time because the re-emergence plan didn’t work out.

To read the full article, click here: [How FTD revamped its operations following bankruptcy](#)