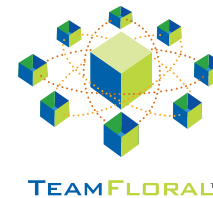


Thank You Premier Products Showcase Companies!



Premier Products Showcase

When buying from these companies, please tell them you saw them in SAF's Premier Products Showcase at SAF Maui 2016!

Accent Decor, Inc.

accentdecor.com

hello@accentdecor.com

770-346-0707

Order: Direct and via Wholesalers

- Wildwood Branch
- Celfie
- Norman
- Totty
- Gold Desiray

Berwick Offray LLC,

Lion Ribbon Company, LLC

berwickoffraywholesale.com

lionribbon.com

custserv@lionribbon.com

800-237-9425

Order: Direct and via Wholesalers

- Carnival
- Wired Paron
- Wooden Floral Picks

BloomNet

bloomnet.net

sales@bloomnet.net

800-256-6663

Order: Direct

- Weeping Angel, Item #17344
- 4.5" Everyday Living Stone & Gold Container, Item #21721

CalFlowers

cafgs.org

info@cafgs.org

831-479-4912

Order: Direct

- Fun 'N Sun Convention
- FedEx Exclusive Member Discounts

Chrysal

chrysalusa.com

info@chrysalusa.com

800-247-9725

Order: via Wholesalers

- Leafshine Slim Can
- RosePro 10L withPump

DESIGN MASTER® color tool, inc.

dmcOLOR.com

info@dmcOLOR.com

800-525-2644

Order: via Wholesalers

- Blush, Maroon, Pacific Blue - COLORTOOL® Spray
- Champagne Gold - PREMIUM Metals Spray
- überfrost™

Equiflor Corporation/Rio Roses

rioroses.com

marketing@equiflor.com

305-594-4445

Order: Direct and via Wholesalers

- Rio Roses
- Rio Sky Blue Delphinium
- Rio Ranunculus

Floral Mechanics

floralmechanics.com

floralmechanicsdallas@gmail.com

469-556-1043

Order: Direct

- Flower Wall
- Design Station
- Floral Chandelier

Floristopia

floristopia.com

info@floristopia.com

Order: Direct

- About Floristopia
- Floristopia.com – Search Engine
- Floristopia.com – Ratings and Reviews
- Floristopia.com – Sign Up Offer (Use code “HAPPY”)
- Floristopia.com – Created by Local Florists

FTD

ftdi.com

ftdmemberservices@FTDi.com

800-788-9000

Order: Direct

- FTD Hallmark Flowers Everyday Combo Pack
- FTD® Birthday Brights™ Bouquet
- DaySpring® In God's Care™ Bouquet by FTD®
- Precious Moments
- WoodWick® Candles

Green Valley Floral

greenvalleyfloral.com

janet@greenvalleyfloral.com

800-228-1255

Order: via Wholesalers

- Juliet (Ausjameson)
- Crème Piaget
- Pashmina
- Palazzo
- Gerberas

Royal Flowers

royalflowersecuador.com

tom.biondo@royalflowersgroup.com

305-477-4483

Order: via Wholesalers

- Lavender
- Magical Blue Lagoon Eryngium

Smithers-Oasis North America

oasisfloral.com

800-321-8286

Order: via Wholesalers

- Floralife® Express Technology
- OASIS™ Bamboo Easels
- OASIS™ Destinations Collection Fabric Wraps
- OASIS™ Destinations Collection Wire
- OASIS™ Destinations Collection Wire-Based Structures

Society of American Florists

safnow.org

info@safnow.org

800-336-4743

Order: Direct

- Petal It Forward
- Free Legal Advice
- Congressional Action Days

Strider Online Marketing

striderseo.com

hello@striderseo.com

800-314-8895

Order: Direct

- Mobile Marketing Suite
- Video Messaging
- Easy Review Builder

TeamFloral

teamfloral.com

vonda@teamfloral.com

918-574-6292

Order: Direct

- Web Acceleration
- Marketing Program

UFN

ufn.com

try@ufn.com

800-533-1787

Order: Direct

- UFN Online Store
- Floweroo POS

*Need a
Speaker?*

Contact a PFCI speaker to
lead your event. Search by
name, state and expertise at
safnow.org/pfci.

 **PFCI** PROFESSIONAL
FLORAL
COMMUNICATORS
INTERNATIONAL

Thank You Premier Products Showcase Companies!



Speakers



Julie Poeltler, AIFD, CAFA, PFCi
Fountain of Flowers & Gifts
Lone Tree, Iowa



J. Robbin Yelverton, AAF, AIFD, PFCi
Blumz by...JRDesigns
Metro Detroit

Speakers



Jenny Behlings, AAF, PFCi, SDCF
Jenny's Floral
Custer, South Dakota



Jerome Raska, AAF, AIFD, PFCi, CAFA
Blumz by...JRDesigns
Metro Detroit

Speakers



D Damon Samuel, AAF, AIFD, PFCi, NAFD, NMF
Bill Doran Company
Omaha, Nebraska



Lisa Weddel, AAF, AIFD, PFCi
L. Weddel Design
Highlands Ranch, Colorado

Equiflor Corporation/Rio Roses

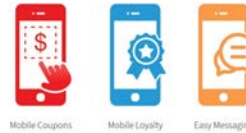


Rio Roses

- ▶ What makes the Rio Marzipan rose so special is its unique color; a light cream colored rose with a creamy light pink interior. This gorgeous variety is perfect for weddings and other occasions. Rio Marzipan also has a medium petal count, a vase life of 8 to 10 days, and is available in 40cm and 50cm.
- ▶ Rio Stardust is the gold standard of the rose world. This bright and beautiful rose amazes with its silky, sunshiny petals and radiant yellow throat. It has a large bloom size, and a vase life of 8 to 12 days. Rio Stardust's petals re-curl at petal margin for a classic look, and opens flat in star shape. Available in all sizes starting at 40cm to 70cm.



Strider Online Marketing



Mobile Coupons Mobile Loyalty Easy Messaging



Mobile Marketing Suite

- ▶ Mobile Coupon System to quickly distribute new offers
- ▶ Client Loyalty System (no more punch cards!) to encourage repeat business
- ▶ Text and Email Marketing - customers opt in to either format
- ▶ User-friendly dashboard with video tutorials
- ▶ Easily track promotion performance and customer loyalty
- ▶ Launches Fall 2016
- ▶ SAF members enjoy special rates

Smithers-Oasis North America



Floralife® Express Technology

- ▶ Express Clear 200 is a storage and transport solution that allows fresh cut flowers to keep fully hydration and fed without having to recut the stem. Ship, store and sell with only the one cut at harvest. Keeps stems clear and free flowing, inhibiting premature bud opening, or bent neck. It allows farms to sell the length they cut, bouquet and wholesalers to sell the length they buy
- ▶ Express Universal Clear 300 eliminates the need to re-cut stems. This product is effective in all water qualities and with any variety of fresh flowers



FTD



FTD Hallmark Flowers Everyday Combo Pack

- ▶ Did you know that FTD and Hallmark were both founded in 1910?
- ▶ For 106 years, people everywhere have turned to FTD and Hallmark to celebrate life's special moments and connect in the ways that matter most
- ▶ These two trusted brands have come together to offer a collection of bouquets to celebrate birthdays, babies, anniversaries, and love and hope and more
- ▶ FTD florists can buy each codified container in a carton of 12 or purchase a combo pack that includes three of each container to celebrate birthdays, love, just because and peace and comfort
- ▶ In addition to the Everyday line available now, the upcoming holidays will also feature flowers by Hallmark.

Chrysal

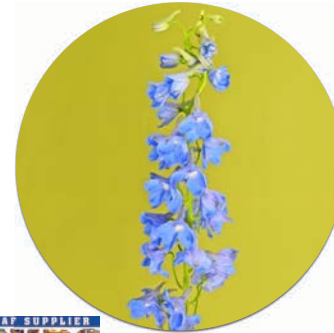


Leafshine Slim Can

- ▶ Slimmer can, slimmer price
- ▶ Easy to handle, ergonomically designed
- ▶ Prevents dust from settling
- ▶ Reduces evaporation of water by leaves



Equiflor Corporation/Rio Roses



Rio Sky Blue Delphinium

- ▶ A new premium delphinium grade from 100 to 120-cm, Rio Sky Blue Delphiniums are elegant and exquisite with colorful blue flower spikes that add a majestic touch to any room
- ▶ These delphiniums have an incredible vase life with little shedding due to a special post-harvest process used to keep the flower fresher for a longer period of time



Strider Online Marketing



Two-Way Video Messaging

- ▶ Lets customer send a video greeting for a more personal touch, and helps the recipient send back a video "thank you" message
- ▶ Enhance the customer experience when sending flowers
- ▶ Increase the likelihood of repeat business
- ▶ Extra marketing opportunity to the recipient (via branded messaging)
- ▶ Videos are easily shareable on social media for further promotion
- ▶ Easy upsell during checkout



Smithers-Oasis North America



OASIS™ Bamboo Easels

- ▶ Each sturdy leg made of one continuous bamboo shoot, an extremely renewable resource and one of the strongest natural materials
- ▶ No tools required for set up, easy to tighten by hand
- ▶ 3-gauge steel wire hook reinforced at base for additional strength
- ▶ Easily holds more than 100-lbs of floral material



FTD



FTD® Birthday Brights™ Bouquet

- ▶ FTD launched a new collection of birthday codified containers in June for florist-to-florist and FTD.com orders
- ▶ The striped ceramic vase is finished with a pretty fabric bow and a coordinating heavy-weight paper "Happy Birthday" pic
- ▶ FTD is excited to refresh the birthday products because it is the #1 floral occasion year-round
- ▶ In addition to this fun arrangement, three other new birthday codified containers are now available to offer a wide variety of ways to celebrate another great year



Chrysal



RosePro 10L with Pump

- By popular demand, we created the same great formula with better packaging
- ▶ Easier to ship
 - ▶ Easy to carry
 - ▶ Easy dosing with pump
 - ▶ Vase solution helps maintain fuller blooms for roses, hydrangeas and more



Equiflor Corporation/Rio Roses

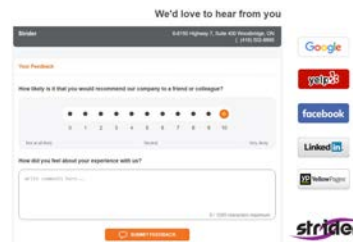


Rio Ranunculus

- ▶ Rio Roses is introducing a brand new year-round production of ranunculus with exceptional new quality
- ▶ Extremely beautiful and delicate flowers with ruffles of paper thin petals. They are a beautiful way to show radiance, rich attraction, and dazzling charm. Every wedding and event will look spectacular with ranunculus as their showcase
- ▶ They are available in several colors and shades, making them very versatile to use in floral arrangements
- ▶ Rio Ranunculus have an outstanding vase life of 8 to 10 days



Strider Online Marketing



Easy Review Builder System

- ▶ Automatically and nicely ask for feedback
- ▶ Direct negative reviews to customer service (with active alerts)
- ▶ Direct positive reviews to customer's choice of review site (Google, Yelp, Facebook, and more)
- ▶ Display selected reviews on your website
- ▶ Collect reviews in-store or online
- ▶ Easy dashboard for monitoring feedback



Smithers-Oasis North America

OASIS
FLORAL PRODUCTS



OASIS™ Destinations Collection Fabric Wraps

- ▶ OASIS™ Sequin Wrap
- ▶ OASIS™ Raw Jute
- ▶ OASIS™ Natural Bark
- ▶ OASIS™ Cotton Lace



SAF MAUI 2016

PREMIER PRODUCTS SHOWCASE

FTD



SAF MAUI 2016

PREMIER PRODUCTS SHOWCASE

DaySpring® In God's Care™ Bouquet by FTD®

- ▶ FTD has a new partnership with DaySpring, a Christian greeting card and gifting company owned by Hallmark
- ▶ A new collection of Christian-based floral arrangements and gifts is available now by FTD. This arrangement will be available for fulfillment in November by FTD Florists
- ▶ The DaySpring® In God's Care™ Bouquet by FTD® is a beautiful reminder of hope and inspiration featuring a keepsake charm that says "In God's Care" on one side and Bible verse 1 Peter 5:7 on the other. Perfect to use as a pocket charm or ornament
- ▶ The DaySpring line will feature arrangements during the upcoming Christmas season, too

Berwick Offray LLC

*Berwick
Offray*
LLC



Carnival

- ▶ Available in 3 sizes: #5 (unwired), #9 and #40
- ▶ Choose from 13 colors, ranging from classic to trendy; something for everyone
- ▶ Great for small favors and gift packaging; floral and bridal bouquets and larger bows and home décor



SAF MAUI 2016

PREMIER PRODUCTS SHOWCASE

CalFlowers

CAL FLOWERS™
California Association of
Flower Growers & Shippers



SAF MAUI 2016

PREMIER PRODUCTS SHOWCASE

2017 Fun 'N Sun Convention

- ▶ Held every 2 years in California, Fun N Sun is hosted by the California Association of Flower Growers and Shippers
- ▶ The next convention is August 9-12, 2017 at the Park Hyatt Aviara Resort in Carlsbad California
- ▶ It's all about industry education, networking opportunities, fabulous flowers, great food, friends, family golf and amazing farm tours
- ▶ The convention is open to members and non-members of CalFlowers
- ▶ The last biennial gathering in 2015 of CalFlowers growers, shippers and business partners, along with retailers and designers, created a new record for Fun 'N Sun attendance of more than 500 attendees and guests. That included 35 exhibitors, including growers, suppliers, wholesalers, and transportation partners

Smithers-Oasis North America

OASIS™
FLORAL PRODUCTS



OASIS™ Destination Collection Wire

- ▶ OASIS™ Etched Wire
- ▶ OASIS™ Mega Beaded Wire
- ▶ OASIS™ Beaded Wire



SAF MAUI 2016

PREMIER PRODUCTS SHOWCASE

FTD



SAF MAUI 2016

Precious Moments

- ▶ FTD has a new partnership with the iconic collectible brand Precious Moments
- ▶ FTD Florists now have the opportunity to purchase Precious Moments collectibles from FTD Marketplace and get billed on the Clearinghouse Statement
- ▶ Precious Moments branded items are top selling items in leading U.S. retailers and have a 93% brand awareness among females 18 and older
- ▶ FTD Marketplace carries a wide variety of Precious Moments collectibles including the Everyday, Seasonal and Birthstone collections

PREMIER PRODUCTS SHOWCASE

Berwick Offray LLC



Wired Paron

- ▶ Wire-edge jacquard ribbon with elaborate swirling forms
- ▶ Seven rich colors to choose from that can be used year-round
- ▶ Perfect for home décor, holiday and high-end funeral
- ▶ Two widths #40 and #100



SAF MAUI 2016

PREMIER PRODUCTS SHOWCASE

CalFlowers

CAL FLOWERS™
California Association of
Flower Growers & Shippers



SAF MAUI 2016

FedEx Exclusive Member Discounts

- ▶ CalFlowers members save over 69% off standard FedEx rates
- ▶ Qualified CalFlowers members have access to the most popular services offered by FedEx at significantly discounted prices
- ▶ Shippers discounts apply to inbound, outbound and 3rd party shipments. Discounted residential delivery is included
- ▶ Members enjoy special seasonal benefits such as Saturday pickup and delivery surcharge discounts
- ▶ CalFlowers FedEx program includes favorable import and export rates

PREMIER PRODUCTS SHOWCASE

Smithers-Oasis North America

OASIS
FLORAL PRODUCTS



OASIS™ Destinations Collection Wire-Based Structures

- ▶ OASIS™ Floral Mesh
- ▶ OASIS™ Wire Armature



SAF MAUI 2016

PREMIER PRODUCTS SHOWCASE

FTD



SAF MAUI 2016

PREMIER PRODUCTS SHOWCASE

WoodWick® Candles

- ▶ FTD Marketplace is now offering a wide selection of WoodWick® Candles available to be billed on the Clearinghouse Statement
- ▶ WoodWick is the #2 ranked brand in home fragrance premium gift categories
- ▶ FTD is offering at wholesale prices WoodWick signature jar candles, WoodWick Gallerie Collection, WoodWick Trilogy Collection and WoodWick Inspirational Collection

Lion Ribbon Company, LLC

LION RIBBON
...and more



Wooden Floral Picks

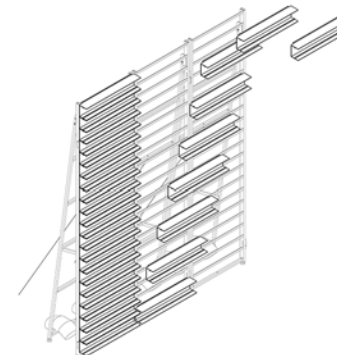
- ▶ Dimensional wooden picks in soft colors with natural wood accents
- ▶ 3" and 4" wide Flowers with 12" stems
12 pieces/pack.
 - ▶ Pastel Multi pack includes 1 each of 4" wide and 2 each of 3" wide in Yellow, Apple Green, Lavender and Pink.
- ▶ 3" wide Butterflies with 12" stems.
12 pieces/pack.
 - ▶ Pastel Multi pack includes 3 each of Yellow, Apple Green, Lavender and Pink



SAF MAUI 2016

PREMIER PRODUCTS SHOWCASE

Floral Mechanics



Flower Wall

- ▶ Can design at the shop prior to event
- ▶ Easy setup
- ▶ Ladder weighs 36-lbs
- ▶ Tray's weight only 15-lbs each (when filled)
- ▶ Minimal leakage
- ▶ Designed at the optimal angle so the wall does not fall over with the correct placement of sandbags
- ▶ Fits OASIS standard block
- ▶ Comes with a design layout sheet to help assist with design of the wall

SAF MAUI 2016

PREMIER PRODUCTS SHOWCASE

Floristopia



About Floristopia (The most comprehensive local florist directory EVER! ...well, since the history of flowers)

- ▶ Floristopia is the largest and most comprehensive online local florist search engine
- ▶ Floristopia makes it easy for anyone to find a florist near them. Browse local flower shops by location and get flowers delivered directly to the doorstep
- ▶ Consumers can search Floristopia.com to connect directly with verified local florists. The website currently has thousands of verified local listings across the U.S. and Canada
- ▶ Did you know? Floristopia made its premier on the largest digital billboard in Times Square



Royal Flowers



Lavender

- ▶ Has a beautiful dark lavender-blue hue
- ▶ Soothing scent. Can be used in potpourri or sachets
- ▶ Great for bouquets and arrangements or by itself



TeamFloral

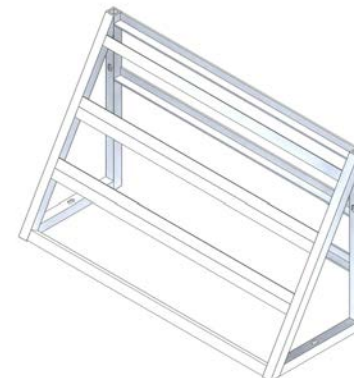


Web Acceleration

- ▶ A TeamFloral technician logs into your web site once a month to add, subtract and arrange products based on the season
- ▶ Access to a variety of custom images to supplement the images from your web host. Our images from every day to sympathy are sellable and priced for profit
- ▶ A link to a beautiful wedding gallery so the bride can fill out the consultation form and get to you
- ▶ Post on your Facebook page twice a week
- ▶ A monthly meeting with a web coach to ask questions on internet marketing and social media



Floral Mechanics



Design Station

- ▶ Helps when designing trays for the flower wall
- ▶ Allows designer not to bend over on the table
- ▶ Makes it so designer can design multiple trays together



Floristopia



Floristopia.com – Powerful Search Engine (we like to say it works Automagically)

- ▶ Consumers go to floristopia.com and simply enter the city, state or zip code of that special someone and in one single click they can access thousands of verified local florists
- ▶ Consumers can place their order directly with a floral design professional, get expert advice, make special requests and even have their flowers delivered same-day
- ▶ Whatever the occasion, wherever your neighborhood, Floristopia makes it painless to buy high quality, custom designed flowers direct from real flower shops near you



Royal Flowers



Magical Blue Lagoon Eryngium

- ▶ A thistle-like sea holly
- ▶ This unique flower variety possesses a beautifully saturated blue hue
- ▶ Great for holiday and wedding bouquets
- ▶ Can be used as full stems or just the thistles
- ▶ Eryngium have an excellent vase life



TeamFloral



Marketing Program

- ▶ Direct Mail Marketing to your customers
- ▶ Online Wedding Gallery
- ▶ Package weddings are sometimes overlooked as a profitable part of our industry. Simple, easy and will save you time and energy
- ▶ Personalize Sympathy Book



Floral Mechanics



Floral Chandelier

- ▶ Multiple easy attachment points
- ▶ Can design prior to the event
- ▶ Easy hanging points
- ▶ Can use fresh or permanent florals
- ▶ Designed to hold weight
- ▶ Multiple sizes so it can accommodate numerous large-scale designs

Floristopia

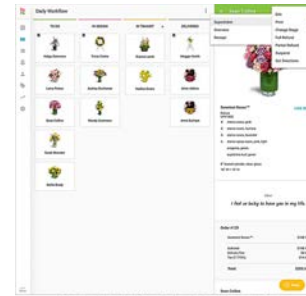


Floristopia.com – Ratings and Reviews (Google Search loves our ratings and reviews)

- ▶ Some surveys have shown that as much as 88% of consumers trust online reviews just as much as a personal recommendation
- ▶ Consumers can read and post ratings and reviews of a local florist—we have seen the traffic and business substantially increase for the local florists who embrace user ratings and reviews on Floristopia
- ▶ We have seen that florists' listings with higher than average rating and review counts tend to rank higher in Google's organic search
- ▶ Floristopia (Automagically) displays your shop's Yelp Ratings on your listing. In addition, the site has full social integration so consumers can comment and share your shop's Facebook and Twitter posts directly on your detail page



UFN



UFN Online Store

- ▶ No set-up or membership fees
- ▶ No containers to buy
- ▶ Top-notch US-based client support
- ▶ Prompt, rolling deposits
- ▶ A powerful online store with incredibly high order-conversion rates
- ▶ A simplified, exceptionally user-friendly checkout
- ▶ A responsive design for PCs, smartphones, and tablets
- ▶ An Online Business Coach dedicated to growing your business
- ▶ Search engine marketing and optimization (SEO/SEM)
- ▶ Online advertising campaign creation and management



Accent Decor, Inc.



Wildwood Branch

- ▶ Beautiful branch votive stands in gold and silver
- ▶ Accent Decor top 10 Best Seller
- ▶ Great as event centerpieces
- ▶ Coordinates with the wilder stand and wildwood votive tray for a versatile collection
- ▶ Accent Decor will be adding a smaller version of Wildwood Branch votive stands to their collection this winter

DESIGN MASTER® color tool, inc.



Palette Additions

Blush, Maroon, Pacific Blue - COLORTOOL® Spray

- ▶ Ideal to color fresh flowers, Styrofoam™ brand foam, and hard surfaces
- ▶ BLUSH is a bashful sand-pink. Works well to cover blemishes on 'Café au Lait' dahlias and 'Quicksand' roses
- ▶ MAROON is a flower-friendly color that marries with upcoming wedding palettes. Also pretty giving that autumn-burnished effect on hydrangea and foliage
- ▶ PACIFIC BLUE is a watery blue of the left coast that presents an energized calm. Agrees with all color families as the star or accent



Floristopia

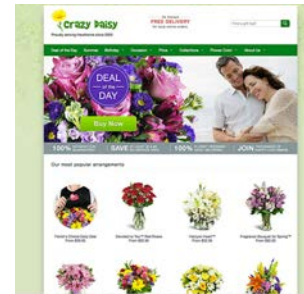


Floristopia.com – Sign Up Offer (Sign up or claim your business listing for FREE. Use code “HAPPY”)

- ▶ Any real local flower shop can sign up. There are categories for Wedding and Event Florists as well as wholesale flowers category for Wholesale Florists.
- ▶ Easy sign up. Your listing is probably already there. All you have to do is claim your listing and update the information. Add your shop's logo, website, contact info, hours, photos, videos and more
- ▶ Special templates available for each type of business whether traditional flower shop, event florist or wholesale florist
- ▶ Multiple levels of listings available — Verified, Enhanced and Featured — which unlock powerful features
- ▶ Claim your listing or add your shop and become a verified local florist for free by using code “HAPPY”



UFN



Floweroo POS

- ▶ No Introductory offer: No monthly fees
- ▶ No additional per-station fee
- ▶ No set-up fee
- ▶ No need for offline backups to store data
- ▶ Entirely cloud-based access anytime, anywhere, with any computer
- ▶ Exceptionally clean design with easy order management
- ▶ Quick and simple payment processing
- ▶ Perfect complement to the widely acclaimed and highly-successful UFN Store
- ▶ Daily workflow that matches the way you work with easy drag and drop features



Accent Decor, Inc.



Celfie

- ▶ Celfie vases are a fun and versatile container for many occasions and do exceptionally well as Mother's Day and Valentine's Day gifts
- ▶ Accent Decor's exclusive contribution to the popular “vase face” trend taking social media by storm
- ▶ Available in White, Chocolate, and Caramel in three different sizes

DESIGN MASTER® color tool, inc.



Champagne Gold - PREMIUM Metals Spray

- ▶ A pastel gold metallic finish with high reflectivity
- ▶ Quick covering and fast drying
- ▶ Achieve a plating-like finish similar to our 24KT Pure Gold
- ▶ Beautifully changes succulents or foliage into dynamic design elements
- ▶ Offers a softer side to the resurgence of gold in trend palettes



Floristopia



Fun Facts

- ▶ Floristopia was created by real local florists to help real local florists
- ▶ The website was started by Floral Management magazine's 2012 Marketer of the Year and current finalist for the 2015 Tom Butler Retailer of the year award Cheryl and Brad Denham of Arizona Family Florist
- ▶ Cheryl has been a member of the SAF Consumer Joint Council and the SAF Convention Task Force, and was elected to serve on its Retail Council. She runs the 8th largest minority-owned business in Arizona
- ▶ Brad is presenting Entrepreneurial Risk-Taking on Friday

PETAL IT FORWARD

October 19, 2016



Plan your own event and make **PETAL IT FORWARD** a nationwide phenomenon on Oct. 19!

safnow.org/petal-forward-2016



Accent Decor, Inc.



Norman

- ▶ A dark, moody container with industrial flair
- ▶ Gold rim detail brings a little glamour to the traditional shape of the container
- ▶ Available in 5 sizes

DESIGN MASTER® color tool, inc.



überfrost™

- ▶ A clear ultra-frosted finish
- ▶ Changes clear glass to frosted in a smooth even finish
- ▶ Use over colored glass or Just For Flowers® tinted glass for a sea glass look.
- ▶ Alternatively, apply our simple technique to fashion on-trend, salt blasted glass.
- ▶ Apply over COLORTOOL® Spray treated surfaces or gloss surfaces to create matte finishes



Green Valley Floral



Juliet (Ausjameson)

- ▶ The soft peachy shades of Juliet combine well with other colors, creating a feeling of warmth and romance
- ▶ One of the best known and most popular English cut roses, Juliet has a very light tea rose fragrance and a deep-cupped shape

Member Benefits



**The Bride
refuses
to pay!**

**What should
YOU do?**

**Need to have a
fast chat with an
attorney?**

**Give SAF's legal eagle
a call. It's free!**

SAF partners with Paley Rothman, a Bethesda, Maryland law firm so members can get quick answers to business legal questions — without running up a huge bill.

Accent Decor, Inc.



Totty

- ▶ Great, colorful Accent Decor best seller
- ▶ The Totty Vase makes a great every day gift item for teachers or administrative assistants
- ▶ Perfect for desktops

Green Valley Floral



Crème Piaget

- ▶ Crème Piaget offers large cream colored blooms with scalloped petals that ruffle out upon opening; creating a look that is both fun and elegant
- ▶ With a tinge of pink on the edges, this garden-style rose matures beautifully to reveal extremely open cupped blooms that enhance its elegant look
- ▶ Crème Piaget is fragrant and supported by sturdy stems with large green leaves

**Let's Make
Democracy
Personal Again.**



37th Annual
SAF
Congressional Action Days

MARCH 12-13, 2017
WASHINGTON, D.C.

Accent Decor, Inc.



ACCENT DECOR



Gold Desiray

- ▶ A series of compotes, vases, and votives in a gold mercury finish
- ▶ The collection is available in silver
- ▶ The collection is an Accent Decor top 10 bestseller at Market
- ▶ The mercury finish is on the outside of these water-tight containers so the finish won't flake when water is added
- ▶ Popular collection for weddings and events

SAF MAUI 2016

PREMIER PRODUCTS SHOWCASE

Green Valley Floral



Pashmina

- ▶ Pashmina is a creamy pink Floribunda rose with large blooms that open to form a deep cup with the inner petals displaying a stunning rosette shape
- ▶ As the rose opens, the gathered center of the bloom radiates a blush pink color while the surrounding outer layers gradually lighten to a creamy pink
- ▶ The beautiful focal bud is surrounded by several side buds in a tighter form enhancing the garden style look

BloomNet



Weeping Angel, Item # 17344

- ▶ This exclusive Napco sympathy product is handcrafted
- ▶ Helps to convey the proper sentiment and emotion
- ▶ Great add on for arrangements, plants or dish gardens
- ▶ Hole drilled into the bottom of the statue to help anchor it
- ▶ Great keepsake gift

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Palazzo

- ▶ Palazzo is one of the darkest purplish-red Oriental Trumpet lilies on the market that opens fully and with a great, but not overpowering, scent
- ▶ It produces large blooms that display a rich, dark color before opening
- ▶ The strong stems provide great support when creating arrangements calling for height, and the dark green leaves provide a nice contrast between the foliage and the blooms

BloomNet




4.5" Everyday Living Stone & Gold Container, Item # 21721

- ▶ Exclusively designed Napco container
- ▶ Contemporary / Lifestyle container — Properly sized for a fresh arrangement or to hold a 4.5" grower pot
- ▶ Fully glazed and seal inside
- ▶ "Floral Friendly"
- ▶ Great for year round as well as the holiday season sales

Green Valley Floral



Gerberas

- ▶ Our vast Gerbera selection includes standard, mini, and Gerrondo varieties
- 
- ▶ With well over 100 different choices, the color selections are endless
 - ▶ All varieties boast long vase-life, strong stems, and full blooms

Thank You Premier Products Showcase Companies!

