

# Thank You Premier Products Showcase Companies!



## Premier Products Showcase

When buying from these companies, please tell them you saw them in the Premier Products Showcase at SAF Palm Beach 2017!

### Accent Decor Inc.

accentdecor.com  
hello@accentdecor.com  
770-346-0707

- Eleanor Collection
- Little Daisy Collection
- Hacienda Baskets
- Oakdale Planters
- Mabel Collection

### Alexandra Farms

alexandrafarms.com  
marketing@alexandrafarms.com  
305-528-3657

- Princess Aiko (Beloved) Garden Rose
- Princess Miyuki (First Snow) Garden Rose
- Edith English Garden Rose
- Purity English Garden Rose
- Capability English Garden Rose

### Beautiful Things From Mississippi

JDelPrince@pss.msstate.edu  
228-546-1011

### The Nature of Things

662-934-7422

- Southern Smilax
- Bark & Moss Baskets
- Bark & Moss Containers

### Coastal Ridge

coastalridgefarm.com  
doylescoastalridge@gmail.com

- Apple Gourds
- Specialty Crops

### Chrysal

chrysal.com  
info@chrysalusa.com  
305-477-0112; 800-247-9725

- New Customized Sachet
- Chrysal Prof #3 New Improved Power Formulation

### CSS Industries, Inc.

berwickoffraywholesale.com;  
lionribbon.com  
custserv@lionribbon.com  
800-237-9425

- Double Face Satin Ribbon
- Solitaire Ribbon
- Tru-Life Leaves Ribbon
- Sentiment Picks
- Twigs and Moss

### DESIGN MASTER® color tool, inc.

dmcolor.com  
info@dmcolor.com  
303-443-5214

- übermatte®
- überfrost™

### Details Flowers Software

detailsflowers.com  
corrine@detailsflowers.com  
386-255-9594

- Florist Platform
- Wholesale RFQ (Request for Quotes) System

## Premier Products Showcase

When buying from these companies, please tell them you saw them in the Premier Products Showcase at SAF Palm Beach 2017!

### Fitz Design

creationsbyfitzdesign.com  
service@creationsbyfitzdesign.com  
800-500-2120

- Ivy Lattice
- Embracer
- Foam Flowers
- Bracelets with Bows
- Masquerade Mask

### Floriology

floriologyinstitute.com

- Digital Marketing Services
- Floral Operations for Profitability

### FTD

FTDi.com  
floristrelations@FTDi.com  
800-788-9000

- FTD Inspiration Collection
- FTD Exclusive Christmas Collection
- Aurora Plush
- Art Hearts + Artful Crosses
- DIY Terrarium Kit

### Gardens America

gardensamerica.com  
info@gardensamerica.com  
305-640-2390

- Charmelia
- Customized Protea Program

### Heaven Scent Expressions

heavenscentexpressions.com  
heavenscentexpressions@gmail.com  
954-487-0077

- Personalized/ Customized Print Flowers

### MossMan Inc.

mossmanInc.com  
MossmanWholesale@gmail.com  
305-360-1406

- Fresh From Florida Spanish Moss
- Artist Series Preserved Reindeer Moss
- Artist Series Preserved Sheet Moss
- Seasonal Dyed American Oak Leaves
- Artist Series Preserved Moss

### Multi Packaging Solutions

jhc.com  
ordersubmission@westrock-mps.com  
866-448-8300

- Never-Wilt®
- Arrangement Carriers

### Pajama Sweets™

pajamasweets.com  
daryush@pajamasweets.com  
972-971-1596

- Pistachio Brittle - Half Pound
- Pistachio Brittle - One Pound

### Rio Roses

rioroses.com  
maya@equiflor.com  
305-988-2039

- Rio Super Select White Ranunculus
- Rio Dark Blue Delphinium
- Baby Rio Porcelina Spray Rose
- Rio Mother of Pearl
- Rio Manhattan Blues

### Royal Flowers, Inc.

royalflowersgroup.com  
info@royalflowersgroup.com  
305-477-4483

- Veronica
- Delphinium

## Premier Products Showcase

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### Smithers-Oasis

oasisfloralproducts.com  
marketing@smithersoasis.com  
800-321-8286

- Floralife® Express 300
- Floralife® Floral Cleaner
- OASIS™ Natural Bark Log
- OASIS™ Tin Pot
- Paragon and Cinch Vases

### Society of American Florists

safnow.org  
info@safnow.org  
800-336-4743

- New Local Marketing Materials
- WebBlasts
- Petal It Forward

### Syndicate Sales

syndicatesales.com  
800-428-0515

- Plant Amp
- DIY Cloche Terrarium Kit
- Terrarium Tools
- Plant Mister
- Terrarium w Hanging Stands

### TeamFloral

teamfloral.com  
vonda@teamfloral.com  
918-574-6292

- Web Acceleration Program
- Sales Surge Program

*Need a  
Speaker?*

Contact a PFCI speaker to  
lead your event. Search by  
name, state and expertise at  
[safnow.org/pfci](http://safnow.org/pfci).


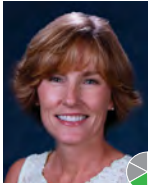


**PFCI**


PROFESSIONAL  
FLORAL  
COMMUNICATORS  
INTERNATIONAL



**Speakers**



**Theresa Colucci, AIFD, PFCI**  
Meadowscent, Gardiner and New Paltz, New York




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

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**Speakers**



**Jenny Behlings, AAF, AIFD, PFCI, SDCF**  
Jenny's Floral  
Custer, South Dakota




**Marlin Hargrove, AAF, AIFD, PFCI**  
Pete Garcia Company  
Atlanta, Georgia

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**Speakers**

**Susan Wilke, AAF, PFCI**  
Karthauer & Sons  
Wholesale Florist  
Franklin, Wisconsin



**J. Robbin Yelverton, AAF, AIFD, PFCI, CF, MCF**  
Blumz by...JRDesigns  
Metro Detroit

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## Beautiful Things From Mississippi



### Southern Smilax

- ▶ From The Nature of Things, owned by David Mills in Courtland, Mississippi
- ▶ Smilax Vine is also known as Jackson Vine and Greenbrier
- ▶ This glossy, vining foliage has been used in American floral design for over 150 years due to its graceful look and longevity out of water



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## Accent Decor, Inc.



### Eleanor Collection

A contemporary take on traditional chinoiserie, the Eleanor Collection offers a modernized alternative to the iconic blue and white ceramic look. Mix and match between 7 sizes and 5 patterns for a curated assortment.



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PREMIER PRODUCTS SHOWCASE

## Fitz Design



### Ivy Lattice

- ▶ Opens to 100 inches
- ▶ Hang vertical or horizontal
- ▶ Comes with ivy already mounted
- ▶ Instant flower walls
- ▶ Stores in only 12 inches

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PREMIER PRODUCTS SHOWCASE

## Pajama Sweets™



### Pistachio Brittle - Half Pound

- ▶ Unique taste, aroma, texture, color
- ▶ Savory-sweet, buttery, toffee-brittle
- ▶ Distinctive ingredients:
  - Pistachios
  - Saffron
  - Cardamom
  - Wheat sprouts
- ▶ Delicious by itself or with hot tea, coffee, or red/white wines

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PREMIER PRODUCTS SHOWCASE

## Beautiful Things From Mississippi



### Bark & Moss Baskets

- ▶ From The Nature of Things, owned by David Mills in Courtland, Mississippi
- ▶ David's workshop is a converted, wood-construction chapel, built in the 1920s
- ▶ Today, the space houses a studio for the design and construction of mossy, organic floral containers.



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## Accent Decor, Inc.



### Little Daisy Collection

Beautiful and vibrant, the hand-painted Little Daisy Vases and Votive are a lovely, feminine collection. Attractively finished inside and out, these pieces can stand alone long after flowers succumb, making them a great gift item.



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## Fitz Design

*Fitz Design*



### Embracer

- ▶ Stretchy Diamond Ribbon
- ▶ Stretches to fit a 4" cube, a 5" cube, a 5" bubble bowl and a 6" bubble bowl
- ▶ Great rental item
- ▶ Use to cover less than perfect glass
- ▶ Will not break or tarnish

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PREMIER PRODUCTS SHOWCASE

## Pajama Sweets™



### Pistachio Brittle - One Pound

- ▶ The round tins with embossed floral designs on the lids and designs on all exterior and interior surfaces match beautifully with floral arrangements and gourmet gift baskets
- ▶ Premium gourmet gift for hostess, bridesmaids, congratulations, graduation, thank you, birthdays, Thanksgiving, Christmas, New Year's, Valentine's, Easter, Mother's Day, corporate clients and staff appreciation
- ▶ 6-month shelf life when in room temperature and covered. Shelf life extends by two months when put in a cooler environment. Do not refrigerate or place in direct sunlight.

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## Beautiful Things From Mississippi

*Beautiful Things*  
MISSISSIPPI



### Assorted Floral Containers

- ▶ From The Nature of Things, owned by David Mills in Courtland, Mississippi

EXPO

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## Accent Decor, Inc.



### Hacienda Baskets

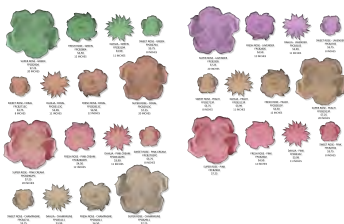
Handwoven sea grass create the wonderful texture of this sturdy yet attractive basket. Accented with practical handles, the Hacienda Baskets are sold in a set of 3.

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## Fitz Design

*Fitz Design*



### Foam Flowers

- ▶ Originally designed to be chair backs
- ▶ Two eyelets on the back to run any ribbon through
- ▶ Great for making flower walls
- ▶ Larger sizes have wires on the petals
- ▶ Smaller sizes often worn for head pieces
- ▶ Decorate the outside of buildings
- ▶ Float - decorate pools and ponds
- ▶ Colors coming soon: Pink, Pink cream, Champagne, Lavender, Black, Red, Green, Coral, Dark coral, Peach

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PREMIER PRODUCTS SHOWCASE

## Heaven Scent Expressions



### Personalized/Customized Print Flowers

- ▶ Firefighter-Military-Family-owned company
- ▶ Speaking Roses Licensee
- ▶ Print a customized logo, message, phrase, text or image on live, silk, artificial, dried, waxed, or gold-dipped flowers
- ▶ Any flower or plant with a large enough surface area can be printed

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## Beautiful Things From Mississippi



### Apple Gourds

- ▶ From Coastal Ridge Farm, owned by Terri and Dave Doyle in Hancock County, Mississippi
- ▶ David's Apple Gourds available polished or natural/ mottled



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## Accent Decor, Inc.



### Oakdale Planters

These two-toned terracotta pots are brought up a level with their metal stands. The Oakdale Planters are a perfect indoor or outdoor accent for any home.



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PREMIER PRODUCTS SHOWCASE

## Fitz Design



### Bracelets with Bows

- ▶ Just glue and go
- ▶ Packed 6 per box
- ▶ 6 items
- ▶ 3 beaded bracelet items – all white, all ivory or assorted black, white and ivory
- ▶ 3 rhinestone items – all clear, all iridescent or assorted, 3 clear, 1 gold, 1 iridescent and 1 black
- ▶ The hard work is done, just glue in accents and glue in flowers

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## Heaven Scent Expressions



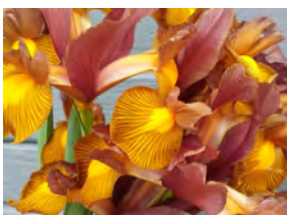
### Personalized/Customized Print Flowers

- ▶ Personalized gifts: Birth announcements, engagements, wedding invitations
- ▶ Business promotional tool — add your logo for bridal shows and other events
- ▶ Ask about Video Messages

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PREMIER PRODUCTS SHOWCASE

## Beautiful Things From Mississippi



### Specialty Crops

- ▶ From Coastal Ridge Farm, owned by Terri and Dave Doyle in Hancock County, Mississippi
- ▶ Dutch Iris and Gloriosa lilies are cut to order



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PREMIER PRODUCTS SHOWCASE

## Accent Decor, Inc.



### Mabel Collection

The Mabel Collection is truly a complete look, offering bowls, pots, urns, vases and even a tiered stand. This collection is durable and lightweight, made of tin, and made elegant with its smooth grey finish and gold dot detailing across the rim.



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## Fitz Design

*Fitz Design*



### Masquerade Mask

- ▶ For the very special piece
- ▶ Party, prom or décor
- ▶ Create mystery and incredible design at the same time
- ▶ Offer something very different that will be unique to you
- ▶ Accent with ribbons and exotic flowers for a wild mysterious look

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## FTD



EXPO

### FTD® Inspiration Collection

- ▶ FTD Because You're Special™ Bouquet, FTD Be Strong & Believe™ Bouquet and FTD Dream Big™ Bouquet
- ▶ Each comes with an inspirational message on wooden tags attached to the natural jute ribbon tied around the vase
- ▶ These bouquets come in all different color palettes in a variety of glass vases
- ▶ Offer these to a customer looking to comfort someone who is struggling, needs support, or just because

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PREMIER PRODUCTS SHOWCASE

## Chrysal

**CHRYSAL**



EXPO

### New Customized Sachet

- ▶ **Branding:** From your shop to the consumer, like sending a business card with every arrangement
- ▶ **Consumer Satisfaction:** Quality and longevity; have flowers last 7 days at consumer level
- ▶ **Celebrate:** Respond to important celebrations, such as Valentine's, Mother's Day, Christmas and more
- ▶ **Full Color Printing:** Customize with your logo, phone, website, email, etc.
- ▶ **Minimum Quantity:** 2 boxes of 1000 count 10g sachets

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## Rio Roses

*Rio*  
ROSES



EXPO

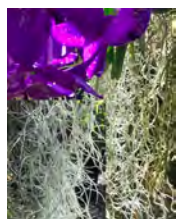
### Rio Super Select White Ranunculus

- ▶ One of the most popular flowers at Rio Roses
- ▶ Opens into a large bloom of seemingly concentric circles of petals
- ▶ The white color pairs beautifully with a wide variety of flowers and colors or can be used alone to create simple bouquets and centerpieces

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## MossMan Inc.



EXPO

### Fresh From Florida Spanish Moss

- ▶ Thick and plump fresh moss
- ▶ Florida picked
- ▶ Picked fresh every day for best quality
- ▶ Large volume available
- ▶ Competitive pricing for volume buyers

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PREMIER PRODUCTS SHOWCASE

## FTD



EXPO



### FTD® Exclusives Christmas Collection

- ▶ FTD® Holiday Traditions™ Bouquet and FTD® Holiday Wishes™ Bouquet by Better Homes and Gardens
- ▶ FTD Holiday Traditions hand-painted wooden sleigh can double as a container for candy or other goodies. It can serve as a holiday decoration with a stuffed animal or something placed in the sleigh.
- ▶ FTD Holiday Wishes is a beautiful bouquet that comes in a festive red and white striped, candy cane themed vase with a natural jute cord.
- ▶ Better Home and Gardens also includes two of their award-winning cookie and bark recipes with the FTD Holiday Wishes Bouquet. The recipient will love the combination of the flowers, vase and recipes.

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PREMIER PRODUCTS SHOWCASE

## Chrysal

# CHRYSAI



### Chrysal Prof #3 New Improved Power Formulation

- ▶ **New Improved Power Formula:** Increased hydration and water clarifier will result in extended vase life
- ▶ **50% Extra:** Makes 50% extra through new concentrated formula
- ▶ **Low Cost:** Increased concentration of formula gives you more, thus lowering cost
- ▶ **Quality:** Improve flower quality, such as scent, color and development
- ▶ **Less Packaging:** Friendlier to environment through 50% less packaging, which also means savings on freight



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PREMIER PRODUCTS SHOWCASE

## Rio Roses

# RIO ROSES



### Dark Blue Delphinium

- ▶ Vibrant electric blue color adds a majestic touch to any room
- ▶ Incredible vase life with little shedding due to a special post-harvest process used to keep the flower fresher longer
- ▶ Rio is the largest grower of delphinium in Ecuador. Our delphinium is greenhouse-grown for super quality



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## MossMan Inc.



### Artist Series Preserved Reindeer Moss

- ▶ Large natural clumps
- ▶ Bleed and Fade resistant
- ▶ Broad choice of colors
- ▶ Pantone matching available on large orders
- ▶ U.S. picked and processed



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## FTD



### Aurora Plush

- ▶ FTD Marketplace is offering Aurora Plush's new line of products that are found worldwide in high-end gift stores.
- ▶ They offer both every day and holiday products for children and adults. It is one of the few plush lines that will ship to both the United States and Canada.
- ▶ Aurora Plush is known for its high quality products. The new holiday plush line can be a great gifting option during the holiday season.



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## DESIGN MASTER® color tool, inc.



Classic Holiday palette



Modern Matte Color



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### übermatte®

- ▶ Quick covering & drying makes customizing a snap
- ▶ Hardwearing color with strong adhesion for durable and delicate surfaces
- ▶ Apply a smooth modern matte finish or use techniques to create worn, vintage finishes
- ▶ Make A Vintage Worn Finish with Wax Resist Technique: Rub candle wax in desired areas on the surface of a wood box. Apply 2 coats of übermatte. Let dry. Then with a sharp edge, such as a putty knife, scrape the wax off. The paint over the wax areas will appear glossy. Watch the technique video at [dmcolor.com](http://dmcolor.com))
- ▶ Make A Vintage Worn Finish with Wiping Technique: Paint desired item with Design Master color spray. Wrap an index finger in paper towel then saturate the tip with MESS MASTER. Immediately wipe selected areas of the surface to remove the painted color. The underlying area will be exposed in a worn look.

PREMIER PRODUCTS SHOWCASE

## Rio Roses

# RIO ROSES



### Baby Rio Porcelina Spray Rose

- ▶ Enchanting and gracefully perfume
- ▶ The center opens to delicate peach/pink hues with a gradient transition to a cream-powder color all enveloped in light green guard petals
- ▶ Non-disbudded, which gives each bunch more volume, blooms and a higher-perceived value



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## MossMan Inc.



### Artist Series Preserved Sheet Moss

- ▶ Large average piece size
- ▶ Glycerin preserved
- ▶ Soft thick lush feeling
- ▶ Bleed resistant colors
- ▶ Natural looking



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PREMIER PRODUCTS SHOWCASE

## FTD



### Art Hearts & Crosses

- ▶ Available from FTD Marketplace, these 4" artistic sculptures are a one-of-a-kind offer. They have meaningful sentiments for every occasion including love, friendship, hope, faith, thank you and encouragement.
- ▶ Each artful cross comes with an uplifting message and unique artwork. Give one of these crosses as a gift to show spiritual love and support for baptisms, confirmations, weddings, birthdays or funerals.
- ▶ Art heart sculptures are a limited edition product.
- ▶ Both art hearts and crosses come with a key attached in gift-ready packaging, making it an easy, thoughtful gift that offers an artistic way to express love and support.



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## DESIGN MASTER® color tool, inc.



### überfrost®

- ▶ Delivers a smooth coating to frost glass, mirror and clear acrylic objects
- ▶ überfrost delivers the DIY tool to create signature glass accessories for home, weddings or events
- ▶ Quick-covering, fast-drying
- ▶ Frost clear, tinted or colored glass
- ▶ Apply A Salt Blast Finish: Spray a section of the surface in a slightly heavier coat of überfrost. While wet, sprinkle with baking soda. Repeat on other sections to cover entire item. Let dry. Then apply a final coat of überfrost to seal. Watch the technique video at [dmcolor.com](http://dmcolor.com)



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## Rio Roses



### Rio Mother of Pearl

- ▶ New variety recently planted
- ▶ This variety boasts an elegant dusty pink color with peachy overtones and sits over cream undertones
- ▶ A popular and trending wedding variety



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## MossMan Inc.



### Seasonal Dyed American Oak Leaves

- ▶ U.S. picked and processed
- ▶ Large variety of color and combinations
- ▶ Natural looking
- ▶ Long lasting decoration
- ▶ Available to order until late September



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## FTD



### Terrariums & Accessories

- ▶ DIY terrariums are the current hype in the industry and among millennials
- ▶ FTD Marketplace offers terrarium care kits with tools, soil mix, Hydro Stone, green moss and containers
- ▶ They come in different shapes and sizes, allowing customization. Hanging terrariums in geometric shapes with wire stands also available
- ▶ Don't miss the opportunity to add this trendy houseplant to your shop's product line



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## Details Flowers Software



### Florist Platform

- Software platform that streamlines proposals, ensures profitability down to each arrangement and simplifies the payment process
- Saves time out of proposal preparation and event planning with a sophisticated recipe manager and proposal creator. Tasks that took hours can now be done in minutes.
- With every proposal/order generated, you will know the price and your profitability on every single stem, every time
- With great customer service, Details is here to take your event business to the next level



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PREMIER PRODUCTS SHOWCASE

## Rio Roses



### Rio Manhattan Blues

- Brand-new variety that truly makes a statement
- Transitioning from cream on the edges of the petals to a delicate lavender in the center, it is perfect for simple bouquets and bold, richly-colored arrangements
- An enchanting variety with lots of charm



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## MossMan Inc.



### Artist Series Preserved Pillow Moss

- U.S. picked and processed
- Plump and beautiful for wall art
- Hand processed for best quality
- Bleed resistant coloring
- Custom colors available for volume



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## Alexandra Farms



### Princess Aiko (Beloved) Garden Rose

- From the mountains of Japan, comes this beautiful garden rose
- She has the shape of a peony
- Color of peaches on a spring day
- Her cup shape is filled with symmetrical petals that seem to radiate color
- Available all year

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## Details Flowers Software



### Wholesale RFQ (Request for Quotes) System

- Details is also for growers and wholesalers
- Details makes your customers smarter, more financially stable and more likely to grow
- Details-enabled customers can sell more and higher-end inventory. Since retail prices will be actual rather than estimated, there's less pressure to cut your wholesale prices
- Wholesale partners benefit from the loyalty Details forges with its customers and premium placement in our app
- Details is easy to implement, cost-effective and seamless to launch



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## Smithers-Oasis



### Floralife® Express 300

- Premium and revolutionary flower food solution that provides hydration and nutrition to flowers without the need to recut stems
- Encourages the flower to properly start opening, showing vibrant colors
- Suitable for use with all flower varieties and foliage greens
- Works best with flowers that are stored dry for less than two weeks
- Proven to increase longevity in certain flower varieties
- Available in liquid and in powder solutions



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PREMIER PRODUCTS SHOWCASE



## CSS Industries



### Double Face Satin

- ▶ #1 Choice of brides
- ▶ Five new gorgeous and on-trend colors for wedding design made to harmonize together or be used separately
- ▶ Available in 5 different widths for a coordinated bridal look
- ▶ Unsurpassed quality, color consistency and high thread count
- ▶ Made in the USA



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PREMIER PRODUCTS SHOWCASE

## Alexandra Farms



### Princess Miyuki (First Snow) Garden Rose

- ▶ Another one of our Japanese varieties, Miyuki was bred for the empress
- ▶ She is a pure white color, with romantic, clean petals and a remarkable myrrh fragrance

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## Gardens America, Inc.



### Charmelia

- ▶ Long lasting up to 3 weeks
- ▶ Ever-changing shape and color from dark pink to light white pink
- ▶ Use single stems in corsages and boutonnieres for weddings or graduations
- ▶ Display big bunches to have a wow look
- ▶ Marketing materials to support sale include sleeve, dedicated web page, social media, road shows. Others custom made if needed



Ask for it at your local wholesaler today

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PREMIER PRODUCTS SHOWCASE

## Smithers-Oasis



### Floralife® Floral Cleaner

- ▶ Cleans and deodorizes floral buckets, tools, work surfaces, vases, containers, coolers, as well as shipping and packing areas
- ▶ Ready-to-use solution - no mixing required
- ▶ Helps promote a clean floral processing operation for an overall improvement in flower quality
- ▶ Will not harm plants or flowers



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## CSS Industries



### Schiff Solitaire

- ▶ Perfect weight and texture for custom printing
- ▶ Ideal for branding – print your shop logo and company info
- ▶ Soft hand, smooth texture, lots of body in a natural look
- ▶ Colorfast
- ▶ available in 5/8in, 7/8in, and 1-1/2in x 100yds
- ▶ Made in the USA



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PREMIER PRODUCTS SHOWCASE

## Alexandra Farms



### Edith English Garden Rose

- ▶ English Garden Rose bred by David Austin of northern England
- ▶ Edith starts off as a dark pink color on the outside that slowly opens to a peachy, golden yellow color inside
- ▶ She has a strong fragrance

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## Gardens America, Inc.



### Customized Protea Program: "The Kitchen Sink"

- ▶ Grower has 55 different items
- ▶ Wonderful texture to the product
- ▶ Colors can be seasonal and customized for all seasons
- ▶ Completely customizable - Bulk, arrangements, bouquets, and consumer bunches
- ▶ Year-round product – consistent pricing and consistent availability
- ▶ Program is completely customized for your stem count and price point
- ▶ Available for Wholesaler and Retailers

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PREMIER PRODUCTS SHOWCASE

## Smithers-Oasis



### OASIS™ Natural Bark Log

- ▶ Designer specific container, sized ideally for OASIS® Floral Foam with easy mechanics
- ▶ Natural woodland bark finish which incorporates the outdoors
- ▶ Ideally sized for floral arrangements and centerpieces
- ▶ Stable base provides the opportunity to surround your arrangement with a pre-finished natural bark log
- ▶ With sewn-in liner

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PREMIER PRODUCTS SHOWCASE

## CSS Industries



### Tru-Life Leaves™

- ▶ Designed to simulate the natural look of authentic barn wood to enhance any project
- ▶ A great way to convey the rustic barn wood look in an easy-to-use ribbon while saving money! It's less expensive than actual wood
- ▶ Water resistant and perfect for lining vases inside and out
- ▶ 4in x 50yd but tears to any width to fit all your floral needs
- ▶ Also available in additional patterns
- ▶ Made in the USA



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PREMIER PRODUCTS SHOWCASE

## Alexandra Farms



### Purity English Garden Rose

- ▶ This is David's Austin newest rose
- ▶ Purity is a white rose with tones of light pink/peach
- ▶ She has a cup shape and a fabulous fragrance

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PREMIER PRODUCTS SHOWCASE

## Floriology



### Digital Marketing Services

- ▶ Your website is a powerful tool to boost sales and brand recognition. We'll build it into a success.
- ▶ Our Digital Marketing Experts create a comprehensive digital marketing plan unique to your business to maximize your shop's online presence and convert shoppers into buyers.
- ▶ We then help execute the plan through a full-service program to professionally manage your website Search Engine Optimization (SEO), Search Engine Marketing (SEM), content, and social media presence while generating positive reviews.



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## Smithers-Oasis



### OASIS™ Tin Pot

- ▶ Designer specific container, sized ideally for OASIS® Floral Foam with easy mechanics
- ▶ Mineral finishes that are sized ideally for OASIS® Floral Foam arrangements, pot covers or gardens
- ▶ Durable and lightweight tin material for a sophisticated pattern and a perfect holiday palette
- ▶ Hard drop-in waterproof liner included
- ▶ Six sizes in three finishes

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## CSS Industries



### Sentiment Picks

- ▶ Baby Welcome Picks are soft felt pops announcing the arrival of a baby all tied up with a knotted grosgrain ribbon. It's a perfect addition to any gift basket or floral arrangement; 24 piece pack; 4in wide x 8in long wire pick
- ▶ Happy Birthday Pick is a fun and festive sign in bright colorful felt lettering; 24 piece pack; 5in wide x 2-1/4in high x 10in long wire pick
- ▶ Happy Mother's Day Pick is a pretty floral design that adds that personal touch to your plant or floral arrangement that mothers will adore; 24 piece pack; 4-1/4in wide x 3in high x 13in long wood pick



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## Alexandra Farms



### Capability English Garden Rose

- ▶ Hot pink rose that is very large and incredibly symmetrical and orderly, even though she has over 100 petals
- ▶ Unique color, amazing scent and a huge size all in a rose with the shape of the traditional English heritage roses

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PREMIER PRODUCTS SHOWCASE

## Floriology



### Floral Operations for Profitability – Next Course Nov. 5-6

- ▶ New two-day class blends demonstrations of design principles and floral trend that customers demand with instruction in proven business practices that, when used together, will grow your flower shop into a success.
- ▶ Our expert Education Team with a combined century of floral industry experience will help you reach customers online and deliver the products that will put a dollar in your pocket and a smile on their face.
- ▶ Hotel & Travel: To help ease your travel plans, we have split the class to allow you fly in on Sunday morning and fly out Monday afternoon. This will require only one hotel night to help control costs. We also buy your dinner Sunday night.



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## Smithers-Oasis



### OASIS® Cinch and Paragon Vases

- ▶ Available in three sizes for a half dozen, dozen or two-dozen stems
- ▶ High quality glassware made in the USA



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## CSS Industries



### Twigs and Moss

- ▶ Nature does it best! Bring the outdoors in with easy-to-use twig and moss garlands
- ▶ Perfect for adding a rustic touch to any design project
- ▶ Use as a base for garlands, vases, candles, table-tops, surface decorations, and scene-setting by just adding flowers or other embellishments
- ▶ Convenient 16 ft. roll



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## Society of American Florists



### New Local Marketing Materials

- ▶ Customizable print ads
- ▶ Printable and emailable photos
- ▶ Customizable fliers
- ▶ Web banner ads
- ▶ Shareable social media images
- ▶ Posters, Postcards and statement stuffers available for order



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PREMIER PRODUCTS SHOWCASE

## Syndicate Sales



### Plant Amp

Amplify tunes or conference calls from your smart phone using the Plant Amp. This sound-system is cord free and non-electric, so you can take your music anywhere. Its sleek and modern glass design produces beautiful sound and a perfect place to keep air plants and succulents happy.



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## TeamFloral



- 1 Choose from our custom web templates or use your own. We'll merchandise your site with our exclusive custom images, keeping your site fresh for each season and ensures that you'll stand out from local competitors.
- 2
- 3 TeamFloral uses strategies for optimal selling power, proven to increase your average sale.



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PREMIER PRODUCTS SHOWCASE

## Multi Packaging Solutions



### Never-Wilt®

- ▶ Shown here are Snap-Fit Wreaths, a Spray Bar Saddle and a Double Casket Saddle
- ▶ Saddles include non-slip foot pads, and double plastic walls with a built-in reservoir to eliminate drips and spills
- ▶ Snap-Fit forms come pre-assembled and ready to use with foam and "snap-fit" clips. Snap-Fits also feature tabs for easy hanging, and drip-cups to collect excess water



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20 minutes of intense online learning. 10 minutes of Q&A.

Watch & Learn Now!

[safnow.org/webinars](http://safnow.org/webinars)

### Webinar topics include:

- The Economic Effects of Trumponomics
- Pricing for a Bigger Piece of the Pie
- 3 Ways to Find New Customers Using Facebook & Instagram Ads
- Are You Leaving Money on the Design Bench?
- 5 Steps to Profitable Weddings and Events
- How Much Is Your Business Worth?
- Is Your Workplace Drug-Free?

Next WebBlast:  
The Social Selling Mindset



Presenter: Crystal Vilkaitis, Crystal Media  
Tuesday, Sept. 19, 2:00 - 2:30 p.m. Eastern  
Register Now!

## Syndicate Sales



### Cloche Terrarium Kit

The Cloche Terrarium kit provides all the makings of a lush, living terrarium. Materials and plants can be easily layered inside of this glass enclosure. This giftable kit comes in two sizes, medium and large, and contains a Terrarium Glass Cloche, one Hydro Stone bag, one green moss bag, one soil mix bag and two activated charcoal bags.



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## TeamFloral



# SALES SURGE



- ONLINE COURSES
- ONE-ON-ONE SALES TRAINING
- MYSTERY CALLS
- YEARLY CYCLE OF TRAINING
- SALES BENCHMARK REPORTS

Email: [kor@teamfloral.com](mailto:kor@teamfloral.com)  
to get started.



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## Multi Packaging Solutions



### Arrangement Carriers

- ▶ Help transport vases, plants, or gift baskets safely
- ▶ The one-piece design allows carriers to ship and store flat, and assemble easily
- ▶ Customize your arrangement carriers with an adhesive label for a quick branded look
- ▶ This corrugated carrier holds most vases 6 to 7.5 inches in diameter
- ▶ Available in 3 sizes of reversible kraft/black



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## Promoting Our Industry



# PETAL IT FORWARD

IS OCTOBER 11 → Hold one in your area!  
[safnow.org/pif](http://safnow.org/pif)

Fill out the participation form at [safnow.org/pifform](http://safnow.org/pifform) so we can add you to the list of events we share with the media.

## Syndicate Sales



### Terrarium Tools

Tend to your indoor garden in style! When equipped with the proper tools, your slice of paradise is more fun than ever to maintain. Our terrarium tool set includes a natural bristle brush, bamboo tongs, customized rake, and shovel. Extended 10-inch handles allow easy access to care for plants and mosses.



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## Royal Flowers, Inc.



Skylar Pink



Skylar White



Skylar Blue

### Veronica

- ▶ Three varieties
- ▶ Available all year
- ▶ Grown in Ecuador



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## Syndicate Sales



### Plant Mister

The Plant Mister is the perfect plant-watering partner. This stylish accessory can be kept out on display and within reach for easy maintenance. The Plant Mister is available in four vintage glass colors plus clear.



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## Royal Flowers, Inc.



Triton Ariel White



Triton Dark Blue



Triton Lavender



Pacific Astolat



Pacific Black Night



Pacific Summer Skies

### Delphinium

- ▶ Six Varieties
- ▶ Sold in sizes 80-90cm
- ▶ Custom order to 110 cm
- ▶ Grown in Ecuador
- ▶ Available all year



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## Syndicate Sales

Syndicate 



### Hanging Terrariums with Wire Stands

Enjoy the look of this small garden, either on your kitchen table or on your desk at work. Available in three sizes, Hanging Terrariums with Wire Stands are guaranteed to elevate your mood!



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## BUCKS FOR BOBBI!

**Honoring the Legacy of Bobbi Ecker-Blatchford, AAF, AIFD, PFCI**

To honor Bobbi, PFCI established the Bobbi Ecker-Blatchford Memorial Tribute through the American Floral Endowment. PFCI invites you to continue her legacy of educating, inspiring, developing new talent and promoting a healthy floral industry by donating "Bucks for Bobbi!"



[endowment.org/donate](http://endowment.org/donate)

## Thank You Premier Products Showcase Companies!



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