

TOP TIPS

- Carefully handle the boxes in back up and always keep wet pack boxes upright.
- Late afternoon and the weekend is still a key trading time. Keep flowers available at key trading times.
- Keep your most popular flowers always on display.
- Keep overnight display stock low because store temperatures may cause overnight quality loss.
- Check deliveries to ensure flowers are delivered at the correct temperature and in good quality.
- Remove poor quality flowers and replace with fresh stock constantly.
- Keep flowers away from ripening fruit; ethylene can cause significant loss of flower quality.
- Keep water clean! Like humans, flowers become ill if the water is not clean. Make sure the water is clean to maximize the vase life.

By adopting a system of professional fresh flower care, you can help maximize your customer's enjoyment of their fresh flower purchase and add \$\$ to your bottom line by reducing costly shrink.

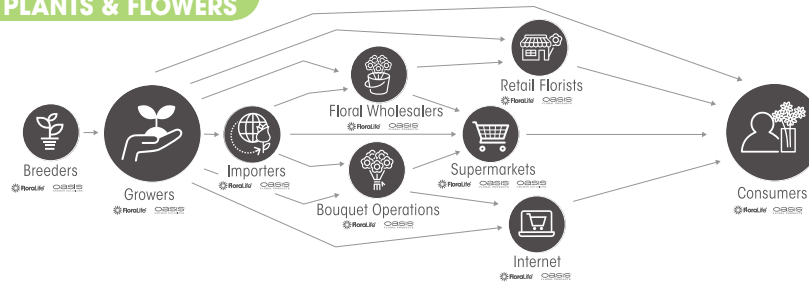


As the inventor of the revolutionary Floralife® Express Technology line of floral care products, fresh cut flowers are now able to be fed and fully hydrated without ever having to recut the stems.

Appropriate for use with all flower types, **Floralife® Express Technology** is available in a range of sizes and applications for the entire flower chain. Simply put, this **innovative** and **premium** product platform is perfectly engineered with ingredients to keep flower bouquets and arrangements looking fresh, optimizing vase life, while reducing costs and saving money without compromising quality or customer satisfaction.

Floralife® Express Technology supports the **entire cut flower distribution chain** from harvest to home; from growers to wholesalers; and from supermarkets and retail shops to consumers. The Express product platform provides the ultimate enjoyment experience for the end consumer with solutions for hydration & treatment, storage & transportation, and nourishment & conditioning.

WE FOLLOW THE PLANTS & FLOWERS



To learn more about Express Technology, visit our web site.
To see our products in action, visit any of our social media sites and watch how they can help your business grow!
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K.I.S.S. of Flower Care

“keep it simply, simple!”



- Inspect
- Process
- Hydrate
- Maintain correct climate
- Feed
- Educate your customer

Receiving & Handling Fresh Flowers

The key to offering quality fresh flowers consistently is to adopt a postharvest care and handling system and keep it simple, simple! With a few exceptions, you can process most flowers in the same manner and achieve excellent results.

Great care starts when the flowers arrive. The care and attention flowers are given in the back storage will directly reflect in store, and more importantly in customers' houses.

Handling:

When storing or stocking flowers, never drop nor throw the cases because this will damage the flowers inside. This damage might not show up in store. Bruising comes through later on, when the customer has them at home.

For wet pack, please open the side so you can take out the bucket easily (with less risk of damage).

While placing the buckets in the display, be careful that you do not damage those flowers on the lower part of the display with the bottom of the buckets in your hand.

Storage:

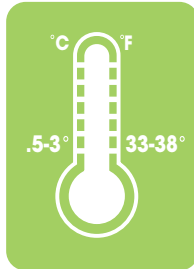
Flowers are often kept in storage before placing them on display. Storage must have optimum conditions. Stock should be kept in a cooled atmosphere away from drafts. Ideal temperatures are between 34 - 38° F, or as near as possible.

Flowers react to temperature:

- Too cold leads to frost damage.
- Too hot leads to flowers fully opening too quickly.



In store steps to fresh flowers



1. Inspect the flowers upon arrival.
2. Flowers should be stored in a cooler with a temperature of between 34° F – 38° F, whenever possible.
3. Remove any fallen petals from the stem of the flowers (leaves that may have become dislodged during shipping).
4. Make sure all containers have been cleaned with (Floralife's D.C.D.®) approved Floral Sanitizer.
5. As per instructions on the container, mix fresh city water with proper amount of Floralife® Flower Food 300.
6. Using clean clippers, carefully cut ½ inch / 1.2 cm off base of all stems and immediately place in prepared bucket.
7. With *wet pack* flowers - check to see if there is sufficient Floralife® flower food treated water in the buckets and clear the bucket of any debris. Fill with solution as needed.
8. With *dry pack* flowers - place them in water properly treated with Floralife® flower food as soon as possible.
9. Check all buckets daily for proper amount of flower food solution and be sure to clean out any debris.
10. Follow proper FIFO (first in first out) when rotating the flowers in and out of the store.
11. Check the cooler temperature daily. Remember, flowers last longest if stored between 34° F – 38° F. The flowers should not be stored near fruit (too much ethylene). The preferred cooler would be the dairy cooler.

Nurturing Fresh Flowers

Flowers need to be nourished with fresh Floralife® flower food to maximize their enjoyment for the customer.



Flower foods generally contain:

- An acid to lower the pH of the solution. Flowers like a pH of 3.0 - 5.0 depending on water quality.
- Ingredients to keep the stems vascular bundle free flowing.
- An energy source (sugar) to nourish the flowers.

It is important to measure the Floralife® flower food correctly to maximize results. Proper measuring for proper feeding is a must. Please be sure to read and follow the correct dosing for each product.

There are two easy ways to achieve this:

1. Take the guesswork and labor out of this step and utilize a Floralife® dosing unit.
2. Mark gallon levels on the side of your stock buckets.



Properly soak floral foam bricks and shapes in a fresh Floralife® flower food solution before using. This can help counteract the negative by-products inherent to all floral foams. Also, flowers need to be hydrated and nourished in foam just as they do in a glass vase.

If you want your flowers to open, let flowers stand at room temperature for 1 - 2 hours. If you are concerned about flowers opening too quickly, process them and refrigerate immediately.

Give all flowers and potted plants a spritz of Floralife® Finishing Touch Spray to refresh, hydrate and protect. It's the simple, fast and last step for hydrating fresh cut flowers, foliage and potted plants to maximize customer satisfaction. It's a must for wedding designs!

Give a fresh Floralife® Flower Food packet (10 grams) with each purchase. This will help educate the consumer on care and handling of their bouquet long after they get it home.

