

Premier Products Showcase In Living Color!







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



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



PFCI PROFESSIONAL FLORAL COMMUNICATORS INTERNATIONAL Jenny Behlings, AAF, AIFD, PFCI, SDCF

Jenny's Floral Custer, South Dakota



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



Speakers



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



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

Beautiful Things From Mississippi



EXPO

Beautiful Things **Southern Smilax** (Smilax smallii)

- Grown by David Mills at the Nature of Things in Courtland, Mississippi
- Wild vine with glossy, oval-shaped leaves
- Use fresh or dried
- Lasts for days out of water, can be displayed at room temperature, and has no thorns

Smithers-Oasis



OASIS® Midnight Floral Foam Dry gray foam transforms to rich black when soaked

- Create finished looks with up to 25% less materials compared to green foam
- Leave visible to create minimalist designs
- Take the guess work out of adding water to arrangements by hydrating designs when the vibrant black foam fades to gray Made with premium Maxlife technology; flowers can live up to 50% longer compared to other foam
- Floral foams containing Maxlife are 100% biodegradable in 567 days
- Standard Bricks, Deluxe Bricks, Designer Blocks, Grande Bricks and 5" Cubes

Royal Flowers

Craspedia Paintball Pop

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ROYAL

MER PRODUCTS SHOWCASE

- Up to 50% larger than average . craspedia
- Long stems up to 90 cm
- Great for drying, lasts for months





Beautiful Things From Mississippi

Extra Large Sunflowers Coastal Ridge Farm in Picayune,

Grown by Terri and Dave Doyle at

Beautiful Things

DUCTS SHO

- Mississippi
- Sought-after crop when sourcing large, impactful flowers for event designs
- Field grown on strong stems
- Available May through October





OASIS[™] Cork Pots &

Durable, substantial black plastic pots with renewable cork veneer

 1 1/2" wide renewable cork with peel-and stick backing Bonds to glass, plastic, wood,

wicker, and in humid conditions

Curate



Curate



CurateCorporate

- Multi-location companies prefer Curate because of the corporate dashboard to seamless track effectiveness statistics across the organization
- Synchronize your branding and customer experience for all of your companies from a simple, easy to use dashboard
- Create a company library to bring enterprise-level pricing controls into your software

Beautiful Things From Mississippi Beautiful Things



Bark and Moss Containers

- From the Nature of Things in Courtland, Mississippi
- Handmade using native bark and moss from Panola County, Mississippi
- Fill with flowering and foliage plants or floral designs

EXPO





Floriology



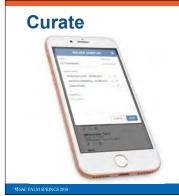
EXPO

floriology

DUCTS SH

Speak Up: How Your Brand can be Heard in a Socially Connected World

- October 14-16, 2018 at the Floriology Institute in Jacksonville, Florida Instructors: Sharon McGukin, AAF, AIFD, PFCI; Jackie Lacey, AAF, AIFD, PFCI; Renato Sogueco, AAF, PFCI
- Study best practices of how to become comfortable in front of the camera
- Discover how body language can help you genuinely connect with your audience
- Explore tools & techniques of how to create, edit and post photos & videos to social media
- Endorsed by SAF and the PFCI Board of Trustees



CurateCOGS

- Manage your cost of goods sold and easily project correct pricing
- Simply add the recipe, and your shopping list is automatically created

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Curate

- Recipe connects with the line item with extremely simple "click-to-edit" technology
- Merge the shopping list for all 12 events into one, simple procurement list
- Manage the entire operational flow of your COGS from procurement list to pack list

PREMIER PRODUCTS SHO

Beautiful Things From Mississippi Reautiful **Specialty Floral Crops** Grown by Terri and Dave Doyle at Coastal Ridge Farm in Picayune, Mississippi Seasonally-available Includes varieties such as: Green Dock: bright apple-green line material with a tweed-like texture Pink Sorrel: a line flower with a soft rose color Thlaspi, also known as pennycress or peppergrass, makes a kubari in vase designs Lunaria or money plant looks beautiful in green or when peeled, showing their pearl-colored septa XPO





- Next-Gen Reception: Friday at 5-6 p.m. in the Oasis Den

Beautiful Things

Accent Decor, Inc.

Tommie Turtle

- Handmade Sand Casted
- Made of Cast Aluminum
- Perfect for animal lovers and green thumbs alike
- Great for interior décor and low-maintenance gardening

Beautiful Things From Mississippi



industry age 40 and under.

Apple Gourd

- From Coastal Ridge Farm in Picayune, Mississippi Makes a terrific decorative accent on
- its own, or pile together in a basket or bowl Takes floral paints very well; when
- painted, can be a creative way to make color accents when decorating a room
- Available in polished or natural finishes

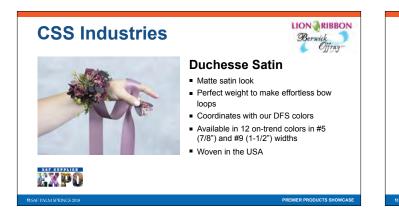






Floralife® Flower Food

- Educational flower food sachet program to engage consumers with care and handling tips as well as fun facts about flowers
- 40+ messages per box
- Three main themes: flower care and handling, flower meanings, and fun flower
- Available in Express Universal .5 & 1L sachets, and Crystal Clear .5 &1L sachets and in 4 different box sizes



Accent Decor, Inc.

Ellory Pots Handmade

- Shape is hand-crafted by a mold maker. It is then glazed and dipped into a bubble bath of blue glaze and water to get its organic rich blue design. Due to this special technique, each piece is unique, and designs will vary
- Vibrant blue is a perfect pair with the chinoiserie trend
- Fit a 4.5" orchid pot and 6" drop-in pot for easy planting

Chrysal USA

EXPO

EXPO

CHRYSAL

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



CSS Industries Double-Face Satin -**New Colors!** #1 Choice of brides

- Four new gorgeous and on-trend colors: First Kiss
 - Frosted Berry Black Cherry
 - Empress Teal
- Unsurpassed quality, color consistency and high thread count
- Available in #1 (1/4"), #3 (5/8"), #5 (7/8"), #9 (1-1/2") & #16 (2-1/4") widths
- Woven in the USA

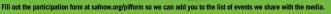
Pepe Pots

- Decal Design
- Clean cylindrical shape offered in two spring-friendly colors, mauve and lime
- Design adds a monochromatic and funky flair to the simple pot cove
- Fits a 4.5" and 6" drop-in pot for easy planting

Promoting Our Industry ©PETA IT FORWARD

IS OCTOBER 24 Hold one in your area! safnow.org/pif







teamflora

Sales Surge

- TeamFloral trains your staff, tracks sales performance and monitors progress
- Online courses
- One-on-one sales training
- Mystery calls
- Yearly cycle of training
- Sales benchmark reports



LION Berwick Offray







- From the My Color Collection™
- Brilliant white
- Exceptionally large full and perfect round flowers

DANZIGER

EMIER PRODUCTS SHO

- Named 2017 Best Quality of Products at the Flower Expo Exhibition, Russia
- Won 2015 1st Place in the Breeder Contest at PROFLORA, Colombia
- 3-week vase life











The Vintage Pearl

the vintage pearl wholesale collection

PREMIER PRODUCTS SHO

"Sweet peas in a pod" Necklace

- Best seller
- Each peapod charm is hand sculpted and hand cast in fine pewter and filled with freshwater pearls
- 1-5 freshwater pearls can be selected to fill the peapod charm
- Gift for new moms, best friends, or grandmas







The Vintage Pearl

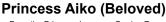


The vintage pearl

"Have I told you lately" Necklace

- Sterling silver heart hangs on a sterling silver dainty chain with a freshwater pearl
- Gift for daughter, wife, "just thinking of you" or any special occasion

Alexandra Farms



From the Princess Japanese Garden Rose collection

3

ALEXANDRA

- Bred for the Empress
- Peony-shaped rose with a peach color
- Interwoven petals with sparks of white and cream
- Striking contrast with its dark green foliage
- 10-day vase life



Congressional Action Days

- During CAD 2018, SAF members successfully:
- Increased Floriculture and Nursery Research Initiative funding by \$1 million
- Reinstated the 2018 Floriculture Crops Report



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The Vintage Pearl



- A fine pewter rectangle with the "I love you" message is hung on a silverplated link chain with a bronze heart and freshwater pearl
- Valentine's day, Mother's Day or make any day special to say "I love you"

SAF PALM SPRINGS

the vintage pearl

Alexandra Farms



Princess Miyuki (First Snow)

S.

ALEXANDRA

- From the Princess Japanese Garden Rose collection
- Strong licorice/myrrh scent
- Pure white garden rose
- Large head and a high, centered bloom
- 10-day vase life





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

Syndicate Sales • VIIZZII Introducing: viizziim e viizzä²⁰⁴ vase lets yon change your customs wage, instantly and endlessly via bluetooth with the e of an app. LED lights display custom messages on this model vase to let consumers share exactly have they feel. ase a beautiful bouquet and a c cut, with this uniquely personal Available in an 8" Cylinder and a 9%" Trampe EXPO Syndicate 😔 🗞



happiness

delivered



the vintage pearl wholesale co

FTD

the vintage pearl wholesale collection

PREMIER PRODUCTS SHO

"loved" Spoon Plate Bracelet

- A fine pewter spoon plate hand stamped with the word "love" on an adjustable stainless-steel chain and topped off with a freshwater pearl
- Gift for grandmas, moms and special friends



From the Princess Japanese Garden Rose collection

ALEXANDRA

- Dark pink to purple petals that open to reveal a



Blue Glass Vase

- From the Designer's Workshop Collection Combo Pack #3 - Item 1880
- 3 ¾"d x 7 1/2h"
- D13 The FTD® Winner Winner™ Bouquet
- D14 The FTD® Crowned[™] Bouquet

Eternal Remembrance, LLC



Mobile App

 GPS Enabled Mobile APP Users share their loved

Ø

- one's memories Pictures, videos, messages
- Links in app back to florist who sold the gift pack

The Vintage Pearl

"Blessed mom" Necklace

 A fine pewter washer hand stamped with "blessed mom" hangs on a silverplated link chain, and adorned with a bronze heart



Alexandra Farms



EXDU

Miyabi

- From the Wabara Garden Rose Collection
- Hardy, multicolored garden rose that starts as a pink/ peach colored rosette and opens to show a pink interior
- Petals form star shapes as the rose opens into a large bloom
- 10-day vase life



ALEXANDRA

6 ALEXANDRA



DESIGN MASTER, color tool, inc.

Eternal Remembrance, LLC Ø **Emblem Gift Boxes** Beautifully crafted emblems to count at memorial locations Over 40 emblem designs Great profit margins Innovative NEW system



Foliage Sealer



Clear, fast-drying protectant

- Quickly inhibits moisture evaporation to prolong the crispness of leatherleaf, fern, ivy, pittosporum, salal, Italian ruscus, Christmas greens and other greenery
- Reduces shattering of asparagus varieties, i.e. plumosa Updated to a natural-sheen finish vs. previous glossy
- Use treated foliage in vase designs, floral foam arrangements or out-of-water decorating
- Ideal for moon gates, arches, chuppahs, hoops, hanging designs, chandeliers, garlands, wreaths and anywhere you use greenery without a water source



Alexandra Farms

x da

Tsumugi

- From the Wabara Garden Rose Collection
- Light pink garden rose with hundreds of petals that open into a large cup shape
- Lovely, light lavender rose scent
- 10-day vase life



Clear Glass Vase

- From the Designer's Workshop Collection Combo Pack #3 - Item 1880
- Flared top and textured design
- 4 ½"d x 8" h
- D15 The FTD® Sweet Amor™ Bouquet
- D16 The FTD® Alluring Elegance™ Bouquet



DESIGN MASTER, color tool, inc.



Petal Proofer

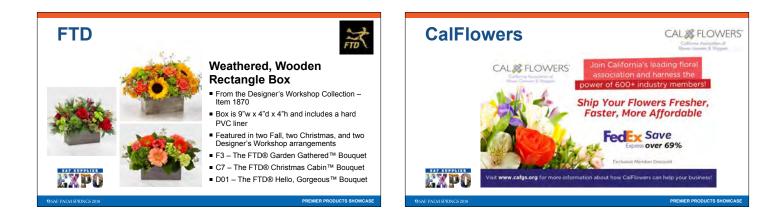
- Fast-drying, natural-sheen sealer
- Prolongs the beauty of mums, pompons, alstroemeria, gardenias, camellias, lilacs and other sensitive blossoms
- Invisible protectant reduces shattering of ray florets on chrysanthemum-type blooms
- Resurgence of heritage mums makes it ideal for mums used in wedding bouquets
- Spray the backside of tulips and peonies to keep blossoms from blowing open





DESIGN

MASTER



DESIGN MASTER $_{\!\scriptscriptstyle \circ}$ color tool, inc.



Clear Life

- Quick-drying sealant prolongs the life of flowers, even out of water
- Clear mist locks in moisture and slows blossom transpiration
- Invaluable tool for the busy florist who needs to design in advance
- Use on vase designs and floral foam arrangements
- Ideal for use on blossoms out of water such as flower crowns, floral jewelry, flower purses, corsages, boutonnieres

PREMIER PRODUCTS



Software for Florists

Complete software solution designed for event florists

DETAILS

1009/

- Customizable Worksheet Editor
- New templates for specific events
 Calcar start, design tool, as less tool, and and as less tool, and a second tool, an
- Color story design tool; select color from an image; suggested complementary, triadic & analogous colors
- Bulk drag & drop items to recipes
- Client Pipeline, Notations, and Tasks
- E-Sign and Payment Automation
- Advanced Floral Markup Calculator
 SAF members save 15% off annual or monthly subscriptions with invite code: SAFREWARDS



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



DESIGN

411

MASTER

Premier Products Showcase

When buying from these companies, please tell them you saw them in the Premier Products Showcase at SAF Palm Springs 2018!

Accent Décor Inc.

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

- Tommie Turtle Pot
- Ellory Pots
- Pepe Pots

Alexandra Farms

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

- Princess Aiko (Beloved)
- Princess Miyuki (First Snow)
- Princess Kishi (Long and Happy Life)
- Miyabi
- Tsumugi

Beautiful Things from Mississippi

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

- Southern Smilax
- Extra Large Sunflowers
- Bark & Moss Containers
- Specialty Floral Crops
- Apple Gourds

CalFlowers

cafgs.org info@cafgs.org 831-479-4912

- Fun 'N Sun Convention
- FedEx Exclusive Member
 Discounts

Chrysal USA

chrysal.com info@chrysalusa.com 800-247-9725

• Customized Sachet

CSS Industries (Berwick Offray/Lion Ribbon)

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

- Duchesse Satin
- Double-Face Satin
- Teagan
- Breast Cancer Awareness Hope
 GG
- Pre-Made Corsage Assortment -Basic Colors

Curate

curate.co hello@curate.co 314-449-9342

- CurateProposals
- CurateCorporate
- CurateCOGS

Danziger

danzigeronline.com marketing@danziger.co.il 972-3-9602525

• Gypsophila — My White Cosmic™

DESIGN MASTER® color tool, inc.

dmcolor.com info@dmcolor.com 800-525-2644

- Foliage Sealer
- Petal Proofer
- Clear Life

Details Flowers Software

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

• Software for Florists

Premier Products Showcase

When buying from these companies, please tell them you saw them in the Premier Products Showcase at SAF Palm Springs 2018!

Eternal Remembrance, LLC

eternalremembrance.com tom@eternalrememberance.com 814-408-4949

- Mobile App
- Emblem Gift Boxes

Floriology

floriologyinstitute.com 800-356-2726

 Speak Up: How Your Brand can be Heard in a Socially Connected World

FTD

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

- Blue Glass Vase
- Purple Glass Vase
- Clear Glass Vase
- Weathered, Wooden Box

Lovingly

lovingly.com ed@lovingly.com 914-930-6858

• Lovingly Weddings

Royal Flowers, Inc.

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

- Craspedia Paintball Pop
- Veronica: Skyler Blue, Skyler White, Skyler Pink
- Bupleurum

Smithers-Oasis

oasisfloralproducts.com 800-321-8286

- OASIS® Midnight Floral Foam
- Oasis[™] Cork Pots & Wrap
- Oasis[™] Bind Wire
- Floralife® Express Technology
- Floralife® Flower Food for Thought

Society of American Florists

safnow.org info@safnow.org 703-836-8700

- Next-Gen Floral Pros
- 1-Day Profit Blasts
- Petal It Forward
- Congressional Action Days
- Local Marketing Materials
- Bucks for Bobbi

Syndicate Sales, Inc.

syndicatesales.com 800-428-0515

- Holly Chapple Pillow & Compotes
- Holly Chapple Egg
- Serenity
- Sheet Moss & Reindeer Moss
- Viizzii

Premier Products Showcase

When buying from these companies, please tell them you saw them in the Premier Products Showcase at SAF Palm Springs 2018!

TeamFloral

teamfloral.com vonda@teamfloral.com 888-271-8265

- Web Acceleration
- Sales Surge
- Social Media

The Vintage Pearl

tvpwholesale.com redwards@thevintagepearl.com 918-812-6833

- "Sweet peas in a pod" Necklace
- "Have I told you lately" Necklace
- "Never forget how much I love you" Necklace
- "loved" Spoon Plate Bracelet
- "Blessed mom" Necklace

Need a Speaker?

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

PROFESSIONAL FLORAL COMMUNICATORS INTERNATIONAL