



Society of American Florists



 SAF  *Amelia Island* 2019
SEPTEMBER 18-21, 2019 135TH ANNUAL CONVENTION / RITZ-CARLTON AMELIA ISLAND

Thank You New Products Showcase Companies!



An underwater scene with various fish and coral silhouettes in shades of blue. The background is a gradient of light to dark blue. The text 'Under the sea' is written in a white, cursive font with a slight shadow effect.

Under the sea

New Products Showcase

Under the sea



Theresa Colucci
AAF, AIFD, PFCI

Meadowscent
Gardiner and New Paltz, New York



J. Robbin Yelverton
AAF, AIFD, CF, MCF, PFCI

Blumz by...JRDesigns
Metro Detroit



PROFESSIONAL FLORAL
COMMUNICATORS
INTERNATIONAL

Under the sea



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



Vincenzo Butera
AAF, AIFD, PFCI
Butera The Florist
York, Pennsylvania



PROFESSIONAL FLORAL
COMMUNICATORS
INTERNATIONAL

Under the sea



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



Jenny Thomasson
AIFD, EMC, PFCI
Stems Florist
Florissant, Missouri



**PROFESSIONAL FLORAL
COMMUNICATORS
INTERNATIONAL**

Thank You New Products Showcase Companies!



Accent Decor, Inc.



AD Leather Apron

- For the first time, Accent Decor is offering an exclusive branded leather apron collection!
- These new aprons are 100% genuine leather and produced in Holland, each soft stamped with the AD logo
- The aprons also feature a double pocket with a pen holder, antique gold hardware, and a 20" adjustable waist strap. You can shop the full assortment of Aprons, including short, long and holster styles, available in 5 colors. Get the job done in style!

StemPro Systems



StemPro 160

- Increase productivity by 30-50%
- Eliminate both repetitive stress and traumatic injuries
- Extend floral life and eliminate cross-contamination
- Mobile unit allows convenient cutting anywhere and plugs into any standard outlet
- Durable machine designed for industrial use with easy and infrequent maintenance



Smithers-Oasis

OASIS[®]
FLORAL PRODUCTS
brand



OASIS ECOssentials Containers

- Sustainable, biodegradable and compostable containers made from the agricultural harvest byproducts of bamboo and other plants
- Natural colors look like stone and are rigid and durable, and lighter than ceramic
- 35 containers such as traditional pots, tapered cylinders, designer dishes and display vases
- New shapes: designer ellipse vase, planter with swooping edge and calla vase with flared edge
- Available January 2020

WestRock – Multi Packaging Solutions



Premium Folded Enclosure Cards



- Stylish, upgraded cards - your new money-maker
- Card & envelope sets start at 24 cents and can be resold for \$1 or more
- The unique size is unlike anything else offered – larger than a standard enclosure card, yet small enough to fit in arrangements and gift baskets. They're even USPS mailable
- Choose from 9 beautiful designs, perfect for every occasion



Accent Decor, Inc.



Hear Me Roar Pot



- We are excited to unveil the new Hear Me Roar Pot
- Celebrating the power of women, this exclusive design from artist Jessica Heimstra, is a clean white ceramic piece featuring a simple shape and an organic edge to make a strong statement
- The Hear Me Roar is an artistic celebration of the power of women. May they be admired today and every day.

StemPro Systems



StemPro 460 Floral Merchandising Fixture

- The only equipment needed to sell flowers — eliminates the need for cooled storage, sinks, and specialized floral equipment
- Consistent 34°F water temperature keeps flowers at ideal temperature and eliminates fungal growth
- Energy efficient R-28 thermal insulation and LED lighting keeps operating costs under \$40/month
- Any employee can be trained quickly and easily to use the StemPro 460
- Versatile mobile fixture is mounted on industrial casters and takes up only 12 sq. ft of floor space



Smithers-Oasis

OASIS[®]
FLORAL PRODUCTS
brand



OASIS Midnight Foam Shapes

- Can help save up to 25% in materials and labor
- New shapes are perfect for modern or traditional designs and look great in event, seasonal or everyday arrangements
- New floral foam sheets
- 12x12x14 Event Block is perfect for creating impressive entryway displays



CalFlowers



CalFlowers FedEx Program

- Offers a range of FedEx Express® services with discounts averaging over 70% on FedEx Priority Overnight® and FedEx Standard Overnight® rates
- Discounts apply to inbound, outbound and 3rd party shipments. Discounted residential delivery included
- Comprehensive full-service program designed for the floral industry and offers many customer features such as special DIM factors, fee waivers and flat rate pricing, all designed to reduce the cost of floral shipping
- Includes discounts on FedEx Ground and special access to dedicated FedEx support personnel thru FedEx Premier Customer Service



Accent Decor, Inc.



Lolly Unicorn Planter



- The Lolly Unicorn Planter is a favorite among Accent Decor customers and the Accent Decor team
- The Lolly Planter is whimsical, on-trend and features a multi-color iridescent finish
- Use this playful piece for adding personality to all your designs. It's perfect for everything from birthday parties to congratulatory gifts!

DESIGN MASTER® color tool, inc.



COLORTOOL® Spray

- Fresh colors in today's must-have hues for trending muted palettes: 669 Heather-ish, 671 Peachy, 673 Herbal, 675 Red Clay, 677 Honeycomb
- Offered in the industry's tested and trusted Design Master® COLORTOOL Spray line
- Translucent to opaque color provides for versatile applications on both delicate and hard surfaces — from fresh flowers, Styrofoam™ brand foam, tulle, ribbon, paper to wicker, wood, glass, plaster, and more
- Fast-drying color in rich, satin finish keeps you on production schedule
- Whether for necessity or creative expression, color shift what you have to what you need



Smithers-Oasis

OASIS[®]
FLORAL PRODUCTS
brand



OASIS Handforged Collection

- Complements many styles and décor – rustic, eclectic, farmhouse, French country, shabby chic
- 11 ¼” and 13” Bowls come in Slate, Iron or Rust finishes
- 9” and 12” Iron Bowls with Stands, made of a durable and lightweight tin material with distressed cast iron finish. The bowl separates for easy transport, and the open ironwork stand allows for elevating and cascading floral designs
- 12” and 14” Birdcage Containers with functional hinge for easy floral design and removable cement cylinder can be used freestanding or hanging
- 7 ½” and 9” Hanging Rectangles are available in distressed cast iron finish to sit on a table or hang hassle-free by its 1 ¾” O-ring



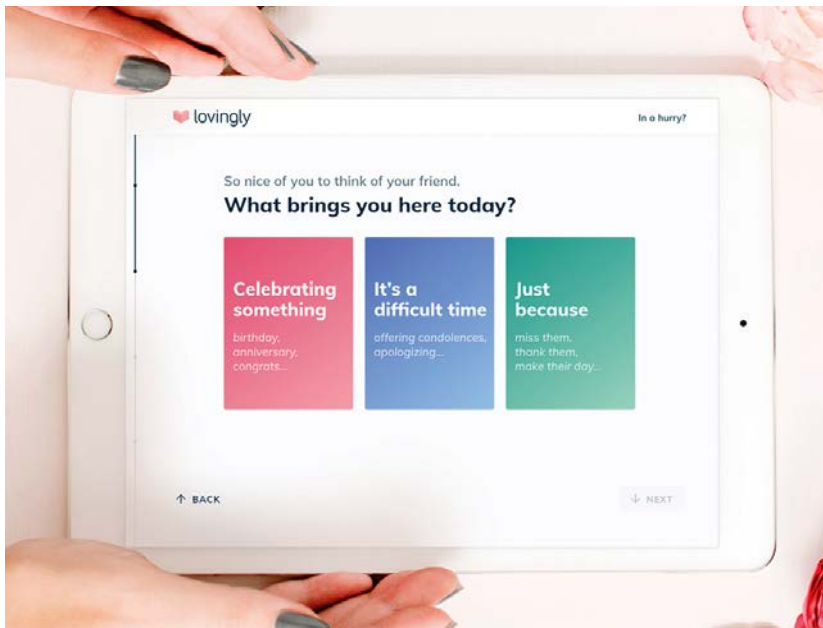
CalFlowers



FedEx Office

- 77% off black and white copies (3.4 cents vs. 15 cents) using standard white paper
- 49% off color copies (35 cents vs. 69 cents) using standard white paper
- 15% off other printing and production services
- Access to 2,000 FedEx Office stores around the country with Free local delivery available for most print projects

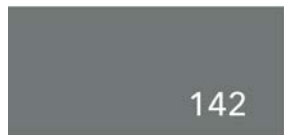
Lovingly



Lovingly Funnels

- Lovingly Funnels introduces a dynamic, guided gifting experience, powered by patent-pending technology
- By mirroring the in-store experience, users are prompted online with exploratory, emotion-based questions fit for their specific occasion
- Florists gain back their creative freedom to design unique one of a kind floral arrangements curated for your story
- So you get back to your roots of being a guide and celebrating moments

DESIGN MASTER® color tool, inc.



Just For Flowers®

- Unique, flower-dye spray provides transparent color for the most natural addition of color. Colors blossom without hiding surface details
- These products expand the flower palette with 136 Blue Violets - a violet-influenced blue; 141 Coral Charming - a prized peach/coral; and 142 Thicket - a grey toning spray to shift hues muted and moody
- Fast drying for fast results
- Sheer color provides easy value control and color blending. Tint with a light application or layer coats to deepen the color. Color shift blooms blending flower and spray colors
- We fibbed. It's NOT just for flowers, but for multi-surfaces. Use it to dye canvas, fabric, leather; stain wood, paper, concrete; glaze glass, ceramics, metal



Curate



Sales Report

TYPE: Sales | 12/01/2018 - 12/31/2020 | Report | SPLIT BY: None

Store	Proposals created	Starting unbooked proposals	Booking rate	Value of new proposals booked	Proposals booked
The Flower Shop at Market Street	19	7	42.11%	100000	11
The Flower Shop at Market Street	14	0	50%	100000	7
The Flower Shop at Market Street	4	3	57.14%	100000	4
The Flower Shop at Market Street	3	2	40%	100000	2
The Flower Shop at Market Street	8	0	12.5%	100	1
The Flower Shop at Market Street	8	0	37.5%	100000	3
The Flower Shop at Market Street	1	0	100%	100	1
The Flower Shop at Market Street	11	1	33.33%	100000	4
The Flower Shop at Market Street	5	0	40%	10000	2
The Flower Shop at Market Street	7	0	42.86%	10000	3
The Flower Shop at Market Street	5	0	40%	10000	2
The Flower Shop at Market Street	8	0	67.5%	10000	5

Curate Corporate Dashboard

- View the entire organization on a single page
- Compare which stores are creating proposals and booking events to help all stores perform at the same level
- Deliver uniformity across multiple locations, ensuring the brand is represented correctly
- Protect margins and enforce a company standardization
- Reduce wasted time with better processes and efficiencies



WGV International



Ceramic Cactus Pot (CUD2505WT)

- Its name is derived from its decorative ridges and grooves similar to those seen on desert cacti
- Much of this vase's overall appeal comes from its unique texture
- This ceramic vase has become a fast favorite for use as a simple yet distinctive decorative piece for succulent and floral design
- The matte white finish offers a clean and classic look which also serves as a blank canvas for any type of additional décor
- Combined with a modest size of approximately 5.7" tall and 7.5" in diameter, this cactus vase's versatility only adds to its continually growing appeal



Equiflor - Rio Roses

Equiflor
CORPORATION
BRANDS YOU KNOW - PEOPLE YOU TRUST

Rio
ROSES
PROVIDER OF THE WORLD'S FINEST ROSES



Rio Hanoi Ranunculus

- Brand-new Clonney variety of Rio Hanoi Ranunculus with exceptional new quality and year-round production
- Rio Hanoi Ranunculus is a blush pink that opens double the size as Elegance variety
- The huge flower is formed by many paper-thin petals in pastel shades of pink and white that protects an inner green eye at the center. It is a gorgeous and captivating flower that opens into a large bloom of seemingly concentric circles of petals
- The blush color pairs with a wide variety of flowers and colors or can be used alone to create simple bouquets and centerpieces
- Rio Hanoi Ranunculus have a vase life of 8 to 10 days and have become a cut flower classic for wedding planners

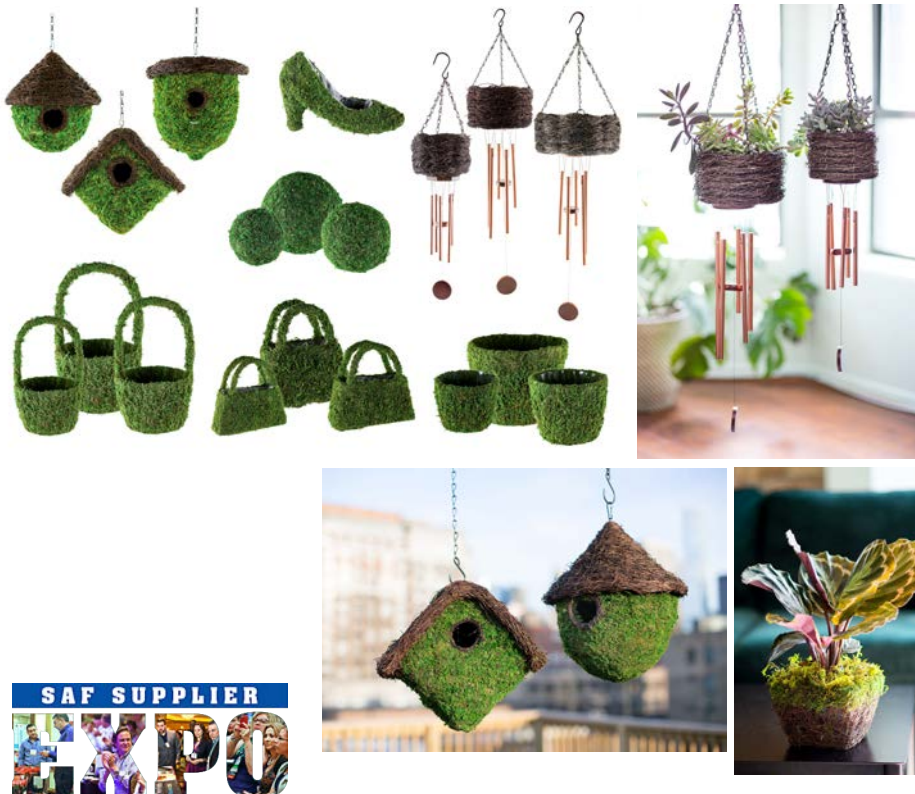


Syndicate Sales

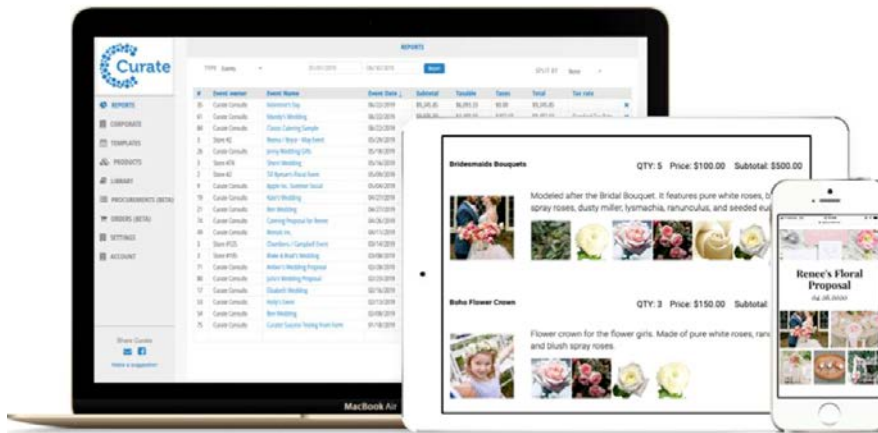


Bella Moss™ Creative Natural Accents

- All-natural, sustainably-sourced, dried and preserved mosses add a lush, natural accent to any creative project
- From decorative moss baskets and planters to our patent protected wind chime baskets, Bella Moss's Natural Accents are perfect for Mother's Day, Easter, Sympathy work and other special occasions and events



Curate



Curate Premium Proposals

- Centralize your business with dynamic proposals that attract targeted clients
- Not only is there 0% platform invoicing fee, we also negotiated lower CC processing fees to 2.4%, saving customers thousands of dollars a year
- Customizable domain for interactive customer proposals
- Dedicated Curator Success contact that knows the details of your business
- Automatic source tracking for incoming, online lead inquiries to know exactly what marketing efforts are paying off

WGV International



Moon Bowl Vase (VMV1007)

- This elegant piece is commonly referred to as a moon vase as it resembles a full moon in the night sky
- The moon vase's design consists of rounded sides with a distinctive "pinched" edge giving the vase a narrow bowl-like profile with sharp clean lines that extend upward, ending in an oval eye shaped opening
- Each piece is approximately 7" high, 8" wide and only 3.75" deep. This design allows for a wider display field for the floral arrangement without the need for a lot of filler materials

Equiflor - Rio Roses

Equiflor
CORPORATION
BRANDS YOU KNOW - PEOPLE YOU TRUST

Rio
ROSES
PROVIDER OF THE WORLD'S FINEST ROSES



Rio Lynn

- Named for Lynn Lary McLean, AAF, AIFD, PFCI, TMF, a floral industry legend
- This one-of-a-kind flower features a pale-pink center surrounded by a cream color, created by a breeder in Germany and propagated in the Americas by Plantec
- Its classic shape and beautiful scent mean it can work perfectly on its own, or combined with other flowers and foliage. Rio Lynn's petals re-curl at petal margin for a classic look, and opens flat in star shape
- Rio Lynn is a gorgeous variety, that when is combined and blend with other flowers shades, creates stunning arrangement
- As this exclusive variety of roses has such vibrant cream color, it's often chosen as a focal flower for wedding bouquets and centerpieces
- Rio Lynn has a large bloom size, and a vase life of 8 to 12 days. You can get Rio Lynn in all sizes starting at 40cm to 70cm.



Syndicate Sales

Holly Heider Chapple
exclusively for
SYNDICATE

Syndicate 



Holly Chapple Event Design Kit

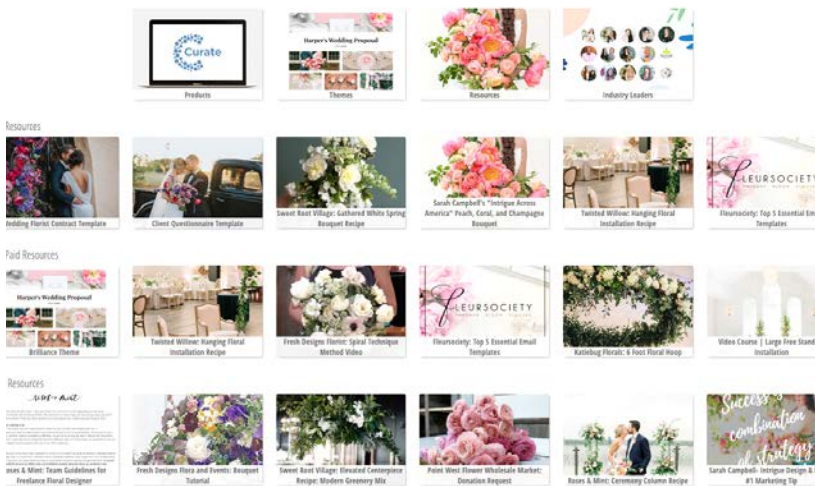
- Syndicate has partnered with Design Master to bring you the perfect solution for your next event
- Combines 1 can of Design Master's Brilliant Gold paint (Holly's favorite!) plus our luxe plastic Abby compotes and pillow mechanics to help you create stunning centerpieces



Curate



The Curate Marketplace



The Curate Marketplace

- Platform for top industry leaders to offer recipes, videos, and exclusive content to help wedding and event florists grow their business
- New business and design-focused content is uploaded throughout the month to offer solutions for a variety of business needs
- New leaders are continually added to get the best business and design minds on one central source
- Content ranges from business tips and tricks to breaking down how-to's for tricky installations
- A wide variety of leaders and content lends to growing small and medium-sized businesses and maximize efficiencies in multi-location organizations



WGV International



Hurricane Vase (VHV0812)

- This flared hurricane vase was one of our most popular pieces for Valentine's and Mother's Day
- This classically styled vase has a traditional cylinder-shaped body with a slightly flared opening to accommodate large bouquets and arrangements
- The entire piece sits atop a short but heavy base, which adds stability when filled
- Each piece is approximately 15" high with a roomy 8" flared opening on top
- The vase's overall size and shape easily accommodates a dozen roses or a decently sized bouquet to be built and displayed



Equiflor - Rio Roses

Equiflor
CORPORATION
BRANDS YOU KNOW - PEOPLE YOU TRUST

Rio
ROSES
PROVIDER OF THE WORLD'S FINEST ROSES



Rio LA Hybrid Lexington

- Rio introduced in 2018 an entire collection of LA Hybrid Lilies, Oriental Lilies and Rose Lilies from our farms in Costa Rica grown year-round
- In 2019, Rio introduced a new variety of LA Hybrid called Lexington
- This variety features a true light pink color with long sturdy stems of 75 cm
- Each lily stem has 3-5 blooms which develop sequentially over time and a vase life of 6-8 days
- Rio LA Hybrid Lexington is an elegant cut flower that transforms any arrangement into a classy masterpiece



Syndicate Sales



DIY Terrarium Kits

- Best-selling DIY Terrarium Kits have been updated with new terrarium glass shapes and clever consumer-friendly packaging
- Your plant-loving customers will love these giftable kits as is
- Or offer an in-store terrarium workshop where customers can add live plants and natural accents to the kits for a memorable make-and-take experience



Gardens America



Grassy Eye Garden Roses

- This new variety with a green center gives roses a unique look, which is versatile for all types of design from classical expressions to contemporary designs
- These flowers are a conversation piece
- Available in red, orange, yellow and pink
- The roses have a dense petal count and are extremely durable
- These roses are grown in Ethiopia by Sunrise Farms and are available from Gardens America



FloraCraft



FloraCraft Great Stuff Expanding Floral Foam Filler



- Available in a 12 oz. can
- Fills gaps around floral foam and locks silk flower stems into place
- Expands by 200 percent
- Provides airtight, water-resistant seal
- Easy-to-use, restartable applicator straw

FTD



FTD® Let's Be Jolly™ Bouquet (C1)

- A festive ceramic Santa vase captures the excitement of Jolly Old St. Nick coming on Christmas Eve
- Features a raised button and belt with a shimmering gold buckle
- Stronger presence of novelty items in FTD's Christmas Collection in 2019 based on consumer insights and industry trends





**SAVE
75%**

**on Posters, Postcards and
Statement Stuffers!**

SAFNOW.ORG/SHOP

Use promo code *Fall* at checkout!



SAF

SOCIETY of
AMERICAN
FLORISTS

Your Growth is Our Business

Gardens America

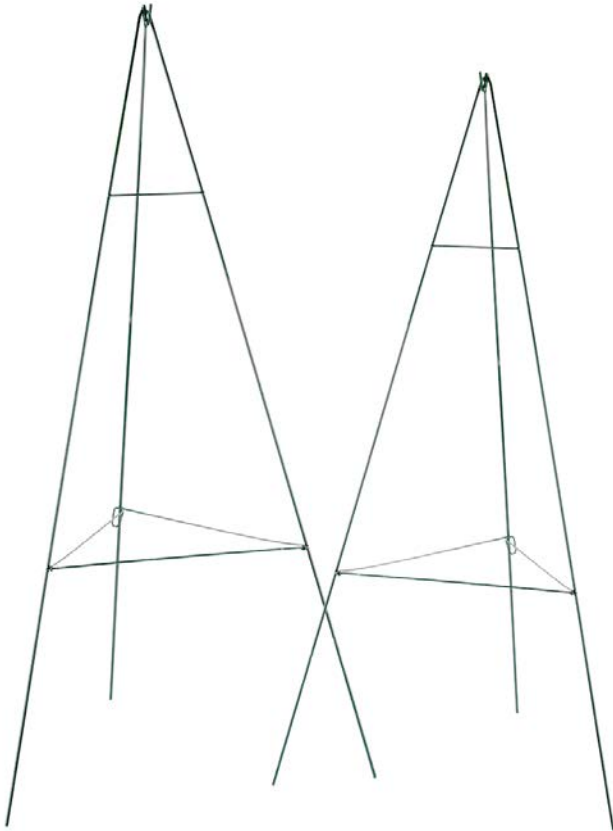


The Kitchen Sink Bouquet

- We named this the "Kitchen Sink" because it has every item this grower grows — everything but the kitchen sink
- This is an example of the flexibility of this grower, who can customize any of the products seen here in a bouquet or arrangement that meets your price point. This specific bouquet is sold as a 19, 29 and 39 stem count and can be customized as you need
- All products in this bouquet are hearty and long lasting
- These products and unique greens help you stand out from the competition and are all available as bulk or consumer bunches depending on your client's needs



FloraCraft



Mighty Diesel Easel

- Available in 54" and 60" sizes
- Holds up to 50 lbs
- Hang hefty items such as large wet foam shapes, substantial fresh arrangements or heavy plaques and frames
- Hang hefty items such as large wet foam shapes, substantial fresh arrangements or heavy plaques and frames

FTD



FTD® Jingle Bells™ Bouquet (C9)

- Silver mercury glass vase features a seasonal ribbon and red jingle bells
- Great gift can be reused in a variety of ways



DRIVE LOCAL SALES WITH SAF'S MARKETING TOOLS

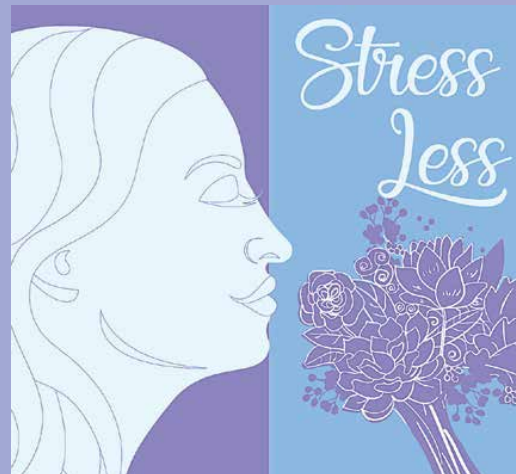
PETAL IT FORWARD October 23, 2019

Step-by-step advice • tools • sign up

safnow.org/pif



University Research



Educate customers and local media on the wellness benefits of flowers

safnow.org/stressless

Two-Minute Trends



Get resources to showcase flowers for home or office décor to customers and corporate clients

safnow.org/twominutetrends

Decowraps

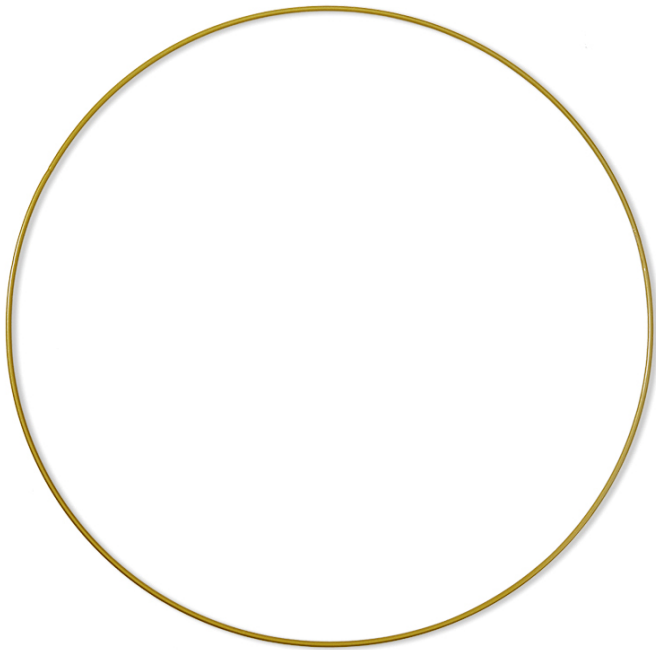
Decowraps
ENHANCING SPECIAL MOMENTS



Assorted Sheets — The Sheet Kit

- Upgrade any bouquet
- Assortment of pre-cut finewrap & lace sheets make any arrangement spectacular
- Size: 20" x 28" sheets
- Finewrap & lace sheets
- Packed 400 sheets per case





FloraCraft Wire Wreath Rings

- Available in a range of sizes from 8” to 36”
- Made from strong steel that’s powder-coated to prevent flaking or rusting
- Ideal base for wreaths, photo displays, macramé and dreamcatcher projects
- Lightweight and easy to display

FTD



FTD® Winter Bliss™ Bouquet (C10)

- Iridescent blue glass vase has a debossed pattern and hexagonal shape
- A shimmering blue snowflake adds the final seasonal touch
- Blue containers have performed exceptionally well and this unique container should be no different





SAF Member Benefit



FREE FOR MEMBERS

WebBlast

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

FREE training at the convenience of your desktop for you and your staff on sales, social media and more!

safnow.org/webinars

Decowraps

DecoWraps
ENHANCING SPECIAL MOMENTS



Pick Solutions

- Decorate your store for any season or holiday
- Appeal to your consumer's emotions
- Emphasize messaging to promote value driven purchases
- Finewrap & lace sheets
- Most loved products: Glitter Celebration, Egg Hunt, Halloween Parade, Snowy Christmas

Eternal Remembrance



Memorial Kits

- Our Memorial Kits are an innovative new way to allow your sympathy customers to send a gift to a family in their time of loss.
- The Memorial Kits have been created to be sent directly to a funeral or memorial service to beautifully displayed with other flowers and gifts.
- Included in the kits is a beautifully crafted 3D emblem to be mounted at the location of a deceased loved ones memorial and a matching coin.



Card Isle



Personalized Greeting Card Printing System

- Up-sell premium personalized greeting cards with orders on your website, in-store & over-the-phone
- Printed on-demand in your shop
- Most retail partners see a 20-30% attachment rate with online orders
- Software is compatible with most common floral website platforms and is easy to set up
- We have 9,000+ greeting and photo card designs licensed from independent artists worldwide
- Come make your own card at the Supplier Expo



Eternal Remembrance



Emblems and Coins

- We currently have 7 different emblem and matching coin designs in stock but have more than 40 others in development stage to be produced in the near future.
- Our emblems and coins are professionally and proudly produced in the USA and are comprised of a complex blend of metals and a durable epoxy coating designed for and proven to withstand many years of exterior wear.
- The emblem can be mounted on a memorial stone, mausoleum plate, urn, park bench or even a tree in memory of a loved one. Once the emblem is mounted, the location can be added to our memorial APP and when others walk within a predetermined proximity of it, they will receive a notification to interact with the memorial page.

Decowraps

DecoWraps
ENHANCING SPECIAL MOMENTS



STEP 1

PLACE THE BOUQUET IN THE CENTER OF THE SHEET.



STEP 2

FOLD ONE SIDE OF THE SHEET OVER YOUR BOUQUET.



STEP 3

FOLD THE OTHER SIDE OF THE SHEET



STEP 4

TIE THE BOW.

Multilayer Wrap

- Reduce labor, minimize waste, save counterspace
- Step 1: Place bouquet in the center of the sheet
- Step 2: Fold one side of the sheet over your bouquet
- Step 3: Fold the other side of the sheet over the bouquet
- Step 4: Tie the bow



Eternal Remembrance



Memorial APP

- The Memorial APP works with ANY device, even the old desktop computer. The APP is web based which does not require anyone to download anything.
- We have designed the APP with step by step tutorials so that it is easily set up with little computer knowledge in under 5 minutes.
- Once the memorial page is setup, the information can be edited by anyone who is assigned as an Admin. There is no limit on how many Admin can be assigned.
- Upon completing setup, there is an invite user button which allows you to use email address or cell phone numbers for text notices to invite people to it.

Thank You New Products Showcase Companies!



New Products Showcase

When buying from these companies, tell them you saw them in the New Products Showcase at SAF Amelia Island 2019!

Accent Decor

accentdecor.com

- AD Leather Apron
- Hear Me Roar Pot
- Lolly Unicorn Planter

CalFlowers

cafgs.org

- CalFlowers FedEx Program
- FedEx Office

Card Isle

cardisle.com

- Personalized Greeting Card Printing System

Curate

curate.co

- Curate Corporate Dashboard
- Curate Premium Proposals
- The Curate Marketplace

Decowraps

decowraps.com

- Assorted Sheets — The Sheet Kit
- Pick Solutions
- Multilayer Wrap

DESIGN MASTER color tool, inc.

dmcolor.com

- COLORTOOL® Spray
- Just For Flowers®

Equiflor - Rio Roses

rioroses.com

- Rio Hanoi Ranunculus
- Rio LA Hybrid Lexington
- Rio Lynn

Eternal Remembrance

eternalremembrance.co

- Memorial Kits
- Emblems and Coins
- Memorial APP

FloraCraft

floracraft.com

- FloraCraft Great Stuff Expanding Floral Foam Filler
- FloraCraft Heavy Duty Easels
- FloraCraft Wire Wreath Rings

FTD

ftdi.com

- The FTD® Let's Be Jolly™ Bouquet (C1)
- The FTD® Jingle Bells™ Bouquet (C9)
- The FTD® Winter Bliss™ Bouquet (C10)

Gardens America

gardensamerica.com

- Grassy Eye Garden Roses
- The Kitchen Sink Bouquet

Lovingly

lovingly.com

- Lovingly Funnels

SAF

safnow.org

- Local Marketing Tools
- Fall Clearance Sale
- WebBlast Library

New Products Showcase

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Smithers-Oasis

oasisfloral.com

- OASIS ECOsentials Containers
- OASIS Midnight Foam Shapes
- OASIS Handforged Collection

StemPro Systems

stempro.com

- StemPro 160
- StemPro 460 Floral Merchandising Fixture

Syndicate Sales

syndicatesales.com

- Bella Moss™ Creative Natural Accents
- Holly Chapple Event Design Kit
- DIY Terrarium Kits

WestRock – Multi Packaging Solutions

westrock.com

- Premium Folded Enclosure Cards

WGV International

wholesaleglassvasesint.com

- Ceramic Cactus Pot (CUD2505WT)
- Moon Bowl Vase (VMV1007)
- Hurricane Vase (VHV0812)

*Need a
Speaker?*

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



PFCI

PROFESSIONAL
FLORAL
COMMUNICATORS
INTERNATIONAL