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FTD Christmas 2017 Design Tips

General tips

- When possible, purchase your flowers in the correct stem length to maximize margin.
- Order product to match the timing of your production schedule and the proper stem counts to match your recipes.
- Proper hydration (including floral preservative) will allow a better customer experience upon receipt and provide for the proper fullness in each design.
- Properly hydrate your flowers (in flower food) based on variety, allowing for some of the flowers to begin to open and show color.
- Concentrate on one recipe at a time if a SKU is offered in Standard, Deluxe, Premium and Exquisite sizes to help to ensure proper stem counts in each design.
- Keep in mind scale and dimensions when building each design; this is key to the perception and satisfaction of your customers.
- Ribbon is an accessory and should only be used when called for in the recipe and only then used in the same manner it was originally intended.
- The Accessory Set for codified containers includes the proper counts of items to complete 12 designs (example: holiday ribbons, pinecones, ornaments).
- Determine packaging per item prior to the holiday to ensure safe delivery.
- Check water daily on all of your premade arrangements prior to delivery.
- Properly soak your floral foam. As a reminder, when soaking floral foam, you should gently place the foam in a large enough water reservoir that will allow enough room for the foam to fill with water at its own pace. The foam should never be forced under water; this will cause air pockets to be trapped in the foam.

B10-4368: The FTD® Celebrate the Season™ Centerpiece

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the centerpiece tray by properly hydrating the floral foam. Secure to the container.
- Secure the candles in the floral foam prior to adding any evergreens or flowers. Leave ample room between candles to prevent overheating and melting too quickly.

B13-3602: The FTD Red Poinsettia Basket (Large)

- This item should be filled with an 8" red poinsettia plant.
- When at all possible, the plant should be placed in a plant basket, potcover or similar container that has a liner to prevent leaks.
- Inspect the plant for any broken, yellowing or dried leaves and remove them; ensure that the plant is properly watered before sending out for delivery.
- Protect Poinsettia plants during extreme weather conditions, as they are sensitive to freezing in northern climates.



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B15-4924: The FTD Holiday Classics Bouquet by Better Homes and Gardens

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- This is an all-around arrangement intended for the center of a dining room table.
- Allow ample room between candles to prevent them from overheating and burning down too quickly.
- Add evergreens to the design tray after the candles have been secured into the floral foam and prior to creating your design, and fill in only where necessary to finish.
- Add the ribbon as shown in the picture.

B23: The FTD® Frosted Findings™ Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the vase with the proper proportion of water and flower food.
- Remove the stamen from the lilies as they develop as to not stain the flowers.
- Remove all needles from the evergreen stems that will be below the water line in the vase to prevent decay.

B24: The FTD® Holiday Happenings™ Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the vase with the proper proportion of water and flower food.
- Remove all needles from the evergreen stems that will be below the water line in the vase to prevent decay.

B26: The FTD® Winter Walk™ Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the vase with the proper proportion of water and flower food.
- Remove all needles from the evergreen stems that will be below the water line in the vase to prevent decay.

17-C1: The FTD Holiday Celebrations Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the vase with the proper proportion of water and flower food.
- Create a natural grid of evergreen branches as a foundation to hold the remaining flowers in place.
- Clean the stamen from the lilies as they develop as to not stain the flowers.
- The Standard size does not include roses.
- The Deluxe, Premium and Exquisite sizes do not include standard red carnations.
- This item requires the Premium Packaging set.



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17-C2: The FTD Holiday Cheer Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the holiday container with properly hydrated floral foam and secure it to the container's liner.
- Lightly green the container with evergreens prior to creating the design and adding the flowers and fill in only where necessary.
- The Standard size of 17-C2 does not include roses.
- Remember to include the holiday pic with each arrangement.
- This item requires the Premium Packaging set.

Merchandise Tip: This holiday ceramic container can be repurposed as a holiday card holder.

17-C3: The FTD Celebrate the Season Centerpiece

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the design tray by properly hydrating the floral foam and then securing it to the container.
- Attach the 4 pronged base to the bottom of the lantern and insert into the floral foam before adding any evergreens or flowers to insure stability.
- Include ribbon accents that are included in the bouquet set.
- The Standard and Deluxe sizes do not include standard carnations.

Merchandise Tip: The hurricane and candle can be repurposed and enjoyed on the dining room table or fireplace mantle for many holidays to come.

17-C4: The FTD Holiday Traditions Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the sleigh with properly hydrated floral foam and secure to the container.
- Lightly green the container with evergreens prior to creating the design and adding the flowers, and then fill in only where necessary to complete.
- The Standard size of 16-C4 does not include roses.
- The Deluxe, Premium and Exquisite versions do not include the Standard Red Carnations.
- Please include the ribbon accents similar to the picture.

Merchandise Tip: This classic and festive container makes a great addition to holiday collectible displays.

17-C5: The FTD Season's Greetings Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the container with properly hydrated floral foam and secure in place.



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- Lightly green the container with evergreens prior to creating the design and adding the flowers, and fill in only where necessary to complete.
- Secure the lid to the floral foam with the lid pic.
- Complete the design by adding the holiday ribbon from the Accessory Set.
- Candy canes are not included; fresh candy canes should remain in cello packaging and secured to taped wires or plastic stems and then placed in the design.
- The Standard version of 17-C5 does not include roses in the recipe.

Merchandise Tip: This beautiful JOY ornament can be repurposed as a holiday potpourri container.

17-C6: The FTD Holiday Wishes Bouquet by Better Homes and Gardens

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the container with the proper proportion of water and flower food.
- Create a natural grid of evergreen branches as a foundation to hold the remaining flowers in place.
- Another option would be to create a clear taped grid prior to adding water to the vase. Create the design through the grid.
- The Standard size of 17-C6 does not include the Standard White Roses. The Premium and Exquisite versions do not include white cushion pompons.
- Please include the berry pics and the two BHG recipe cards with each design.

Merchandise Tip: This red metallic glass keepsake vase is a perfect addition to the holiday buffet table display as a decorative silverware holder.

17-C7: The FTD I'll Jingle to That Bouquet by Hallmark

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the holiday container by properly hydrating the floral foam and then securing it to the container.
- Lightly green the container with evergreens prior to creating the design and adding the flowers, and then fill in only where necessary to complete.
- The Standard version of 17-C7 does not include roses.
- Remember to include the Hallmark sentiment tag with each design.
- This item requires the Premium Packaging set.

Merchandise Tip: Decorate your home from year to year with this decorative container. Add a small poinsettia or Christmas cactus plant or create a mini boxwood tree.

17-C8: The FTD Holiday Delights Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Properly hydrate the floral foam and then place into the ornament container and secure in place.



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- Lightly green up the design then place the ornament lid with its lid wire pic in place for stability.
- Complete the arrangement by adding the flowers and accessories.
- The Standard size does not include roses.

17-C9: The FTD Holiday Elegance Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the vase with the proper proportion of water and flower food.
- Clean the stamen from the lilies as they develop as to not stain the flowers.
- The Standard size does not include Roses.
- The Deluxe, Premium and Exquisite sizes do not include red standard carnations.
- This item requires the Premium Packaging set.

17-C10: The FTD Festive Holiday Bouquet by Vera Wang

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the vase with the proper proportion of water and flower food.
- Lightly green up the arrangement and then fill in where necessary after all of the flowers have been placed.
- Please include the Vera Wang hang tag with each design.
- This item requires the Premium Packaging set.

17-C11: Dayspring God's Gift of Love Centerpiece by FTD

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the design tray by properly hydrating the floral foam and then securing it to the container.
- Attach the plastic cone shaped figurine holder to the resin Nativity figurine and insert into the floral foam before adding any evergreens or flowers in insure stability.
- Please include the Sentiment Ribbon to your designs for your customers to enjoy.
- The Standard version does not include roses or mini carnations

Merchandise Tip: The Nativity figurine is a nice keepsake to enjoy from year to year.

17-C12: The DaySpring Jesus is the Gift Bouquet by FTD

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Properly hydrate the floral foam prior to placing in the container. Insert foam and secure to the container.
- Lightly green up the arrangement then insert the decorative lid for a secure placement.
- Please include the DaySpring ceramic hang tag with each design.
- The Standard size does not include roses.



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17-C13: The FTD Make It Merry Tree

- Properly hydrate the floral foam
- Create the tree shape foundation and secure to the design tray.
- Add assorted winter evergreens to create the tree shape.
- Insert all of the fresh flowers per recipe.
- Complete the over-all design by adding the accessories – holiday ribbon and ornament balls.

17-C14: The FTD Holiday Homecomings Basket

- This is a mixed arrangement of all winter evergreens and each material should be evenly distributed throughout the design.
- Properly hydrate the floral foam prior to placing the basket liner. Secure the foam to the liner and then secure the liner to the basket.
- Add the accessories and plaid ribbon bow to complete the arrangement.