

# FULLFILLMENT TIPS

Planning and prepping is crucial to a successful business.  
Increase productivity and customer satisfaction levels for everyday operations with some simple tips.  
Look for bouquet-specific design tips in the [Product Recipe Catalog](#).

01.

## PURCHASE SMART

When possible, purchase your flowers in the correct stem lengths to maximize profit margins.

02.

## ORDER EARLY

Order product to match the timing of your production schedule and the proper stem counts to match your recipes.

03.

## ENSURE HYDRATION

Keep flowers properly hydrated (including floral preservatives) to provide for the proper fullness in each design.

04.

## TAKE CARE IN HANDLING

To prevent ethylene buildup, remove any dead or dying petals and leaves, and do not submerge foliage below the water line.

05.

## PROPERLY SOAK FOAM

Gently place floral foam in a large enough water reservoir to allow for the foam to fill with water at its own pace. Don't force underwater.

06.

## SCALE FOR SUCCESS

Keep scale and dimensions in mind when building each design. This is key to your customers' perception and satisfaction.

07.

## USE RIBBON SPARINGLY

Ribbon should only be used when called for in the recipe and only in the manner in which it is described.

08.

## PACKAGE CAREFULLY

Determine packaging per item prior to each holiday to ensure safe delivery.

09.

## CHECK WATER

Check water daily on all of your premade arrangements prior to delivery.

10.

## DESIGN ONE BY ONE

When a bouquet is offered in multiple sizes, concentrate on one recipe at a time to help ensure proper stem counts in each design.

