



# INTRODUCING NEW **FTD® PREMIUM PRESENTATION**

Dear Valued FTD Florists,

Thanks to our highly skilled florist network, the instantly recognizable Mercury Man has always stood for quality, artistry and worldwide sending. Today, consumers have many gifting options and are looking for a unique experience with a presentation that really “wows” the recipient. Most floral competitors do not provide this special attention to detail.

To address this consumer desire, we’re excited to announce a new program that leverages the Mercury Man to truly differentiate the presentation of floral gifts. As an FTD Member Florist, you have the opportunity to participate in this initiative, help drive floral buyers and potentially receive more orders. Please refer to the summary below for key information:

- Starting in August, several products will launch with FTD premium packaging as a special touch. This initial collection will include bestsellers, such as The FTD® Sweet Surprises® and FTD® Precious Heart™ bouquets, as well as new handtied and presentation bouquets.
- Importantly, codification is required to receive these orders. Once you codify, a kit containing clear glass vases, branded flexible corrugate carrier boxes, cellophane wrap and ribbon will be sent to you.
- In addition, select items in the upcoming Fall and Winter codified line will also have carrier boxes and cellophane wrap included. The packaging will be an ongoing initiative and rolled out for all FTD arrangements as new products are launched.
- We encourage you to include your branded enclosure cards to market your business, as well as to co-brand the carrier box with a sticker advertising your flower shop. FTD offers customizable enclosure cards and stickers for purchase, if needed. Remember, the recipients you deliver to represent potential future customers for you.
- Because every penny matters, we’ve fully accounted for the cost of the packaging in the recipes and increased suggested retail prices. All of these new products can generate a minimum of 50% gross profit margin, if you plan effectively. If you are looking to lower your flower cost of goods, which is key to maximizing your profitability, please contact the FTD Flower Exchange and don’t forget to ask about how to use your FTD Rewards points.

FTD’s premium packaging will distinguish the floral gifting experience with the clear goal of driving floral category awareness and hopefully more flower buyers, which will benefit all of us. That’s the power of the Mercury Man and the FTD family of florists all around the world!

I encourage you to embrace this exciting opportunity and participate. Please contact your FTD Marketplace Representative or your Field Business Consultant for more details.

Sincerely,



Tom Moeller  
Florist Division, Executive Vice President



# FTD BRANDED SUPPLIES

Codification is required for all of the branded packaging components to receive orders for the new vase, handtied and presentation bouquets. You must order an initial premium presentation kit to be codified; reorders can be made for individual components. Premium presentation kits will have enough supplies to fulfill 50 arrangements.

Select Fall/Winter 2017 codified, and new Everyday codified, will also include the FTD branded carrier and FTD branded cellophane (those included will have a photo of the carrier on the right hand page).

## THE FTD PREMIUM PRESENTATION KIT

Includes 50 branded carriers, one roll of branded cellophane, one roll of branded ribbon and 48 8" glass rose vases.

\$249.99

**INTRODUCTORY PRICE: \$199.99\***

**ML 1700**



### FTD Branded Carrier

Elevate your floral arrangements' presentation with quality, durable packaging that's easy to assemble. A reversible insert allows for multiple size vases to fit. Easy to co-brand with a sticker promoting your flower shop on the carrier box along with your enclosure card.



### FTD Branded Cellophane

Branded on both the top and bottom, this quality cellophane makes it easy to give your arrangements a polished look. It comes in rolls of 2.625' x 196.85'.



### FTD Branded Ribbon

Perfect every detail with branded ribbon that will leave a lasting impression with your customers.



### 8" Glass Rose Vase

A quality vase pulls your product together and makes for a refined customer experience.

## BENEFITS FOR YOU

**1**

Easy to co-brand with a sticker promoting your flower shop on the carrier box and your enclosure card

**2**

Cost of the materials are accounted for in the recipe and higher retail prices will cover the increased cost of goods for the packaging

**3**

Arrangements can generate a 50% or higher gross margin profit

\*Introductory price is good through August 31, 2017.

Call 800.767.4000 or visit [www.FTDi.com](http://www.FTDi.com)



# VASE ARRANGEMENTS

With a collection of branded arrangements, starting with 16 everyday and a selection of fall and holiday bouquets, you'll offer your customers a range of quality vased products. More arrangements will be added.

## THE FTD® BEST DAY™ BOUQUET



### FLORAL RECIPE

	STANDARD	DELUXE	PREMIUM	EXQUISITE
Green Button Pompon stems (Yoko Ono)	3	4	4	4
Hot Pink 50 cm Roses (Pink Floyd)	2	3	5	6
Sunflowers	2	2	3	4
Purple Double Lisianthus stems	2	2	3	3
Orange LA Hybrid Lily stems (Caesar's Palace)	1	2	2	3
Yellow Snapdragon stems	0**	2	2	3
Leatherleaf stems	3	3	3	3
8" Glass Rose Vase	x	x	x	x
FTD Branded Cello	x	x	x	x
FTD Branded Carrier	x	x	x	x
<b>SRP</b>	<b>\$39.99</b>	<b>\$49.99</b>	<b>\$59.99</b>	<b>\$69.99</b>
<b>Delivered SRP</b>	<b>\$49.99</b>	<b>\$59.99</b>	<b>\$69.99</b>	<b>\$79.99</b>



Finished bouquet ready to be delivered

\*\*Standard does not include snapdragons.

## BRANDED SUPPLIES INCLUDED



8" Glass Rose Vase



FTD Branded Carrier



FTD Branded Cello



ALL NEW ARRANGEMENTS WILL BE SHOWN IN THE 2017 FLORAL SELECTIONS GUIDE UPDATE

LAUNCHING AUGUST 2017



# HANDTIED ARRANGEMENTS

A selection of branded handtied arrangements gives your customers that extra personal touch in a sophisticated presentation. Three handtied arrangements will be available.

## THE FTD® BOLD BEAUTY™ BOUQUET



### FLORAL RECIPE

Lavender Mini Carnation stems (Lilac Melissa)	3	4	5
Hot Pink Gerbera Daisies (Fararo)	2	3	4
Yellow LA Hybrid Lily stems (Amarillo)	2	2	3
Orange 50 cm Roses (Orange Crush)	2	4	6
Green Button Pompon stems (Yoko Ono)	2	3	3
Leatherleaf stems	5	5	5
Salal stems	1	1	1
FTD Branded Cello*	x	x	x
FTD Branded Ribbon	x	x	x
FTD Branded Carrier	x	x	x

**SRP** **\$29.99** **\$39.99** **\$49.99**

**Delivered SRP** **\$39.99** **\$49.99** **\$59.99**

\*Secure the bouquet with a rubber band at the binding point. Place stems in a water-filled poly bag, sliding the bag under the rubber band. Ensure band is tight enough to prevent leakage, this will be your water source.



Finished bouquet ready to be delivered

## BRANDED SUPPLIES INCLUDED



FTD Branded Ribbon



FTD Branded Carrier



FTD Branded Cello



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LAUNCHING AUGUST 2017

# PRESENTATION BOUQUETS

Breathtaking presentation bouquets are professionally branded and beautifully designed. Three presentation bouquets will be available.

## THE FTD® STANDING OVATION™ BOUQUET



### BRANDED SUPPLIES INCLUDED



FTD Branded Cello



FTD Branded Ribbon

### FLORAL RECIPE

	STANDARD	DELUXE
Green Button Pompon stems (Yoko Ono)	3	4
White 50 cm Roses (Tibet)	2	4
White Gerbera Daisies (Kilimanjaro)	2	4
White LA Hybrid Lily stems (Bach)	2	3
White Standard Carnations (Moon Light)	2	3
White Double Lisianthus stems	2	3
Variegated Aspidistra leaves	2	2
Myrtle stems	2	2
FTD Branded Cello	x	x
FTD Branded Ribbon	x	x
<b>SRP</b>	<b>\$39.99</b>	<b>\$59.99</b>
<b>Delivered SRP</b>	<b>\$49.99</b>	<b>\$69.99</b>



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