

## Mother's Day 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.
- Properly hydrate your flowers (in flower food) based on variety allowing for some of the flowers to begin to open and show color.
- Proper hydration will allow for a better customer experience upon receipt, and provide for the proper fullness in each design.
- Concentrate on one recipe at a time when a SKU has Standard, Deluxe and Premium versions. This will help to ensure proper stem counts in each design.
- Keep in mind the scale and dimensions when building each design; this is key to the perception and satisfaction of our 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.
- Determine packaging per item prior to the holiday to ensure safe delivery.
- Check water daily on all of your premade arrangements prior to delivery.



### 17-M2 The FTD® Spring Garden® Bouquet

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance
- Prepare your vases with the proper proportion of water and flower food
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place
- Use care to not over-develop the Iris. Using them in a tighter bud stage will increase vase life.

### 17-M8 The FTD® Sunlit Meadows™ 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
- Prepare your vases with the proper proportion of water and flower food
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place
- You will notice there is no bow in this design, and the addition of any ribbon is unnecessary

### 17-M5 The FTD® Sweet Devotion™ 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
- It will be important for you to choose stock with two different color values to provide the intended look of this design. You will note that there are 3 distinct values of lavender in this arrangement
- Prepare your vases with the proper proportion of water and flower food
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place
- You will notice there is no bow in this design, and the addition of any ribbon is unnecessary

### **17-S1 The FTD® Touch of Spring™ Bouquet**

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance
- Prepare your vase with the proper proportion of water and flower food
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place
- Clean the stamen from the lilies as they develop as to not stain the flowers.

### **C3-4793 The Sunny Sentiments™ Bouquet by FTD®**

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance
- Prepare your vases with the proper proportion of water and flower food
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place
- You will notice there is no bow in this design, and the addition of any ribbon is unnecessary

### **17-S2 The FTD® Spring Tulip Bouquet by Better Homes and Gardens®**

- This is a mixed tulip design and the colors should be evenly distributed throughout the design in their own space with equal balance
- As you may know tulips will continue to grow during the life of this design. Cut your tulips slightly shorter to allow for growth.
- You may choose to create this design in your hand and cut the stems and drop them into the vase when finished. You may have more control over the flowers during the design process
- You will notice there is no bow in this design, and the addition of any ribbon is unnecessary

### **17-S3 The FTD® Sunflower Sweetness™ Bouquet**

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with balance.
- If creating this design in floral foam – properly hydrate the foam before using. Secure to the container with adhesive tape.
- If creating this design as a vase arrangement – prepare the container with the proper proportion of water and flower food.
- Be careful to not over develop the Iris, using them in a tighter bud stage will increase vase life.

### **C12-4400 The Wondrous Nature™ Bouquet by FTD®**

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance
- Be sure to use a basket similar in look and size complete with a plastic liner free from any damage or leaks
- Properly soak your floral foam, secure the foam in the liner with tape or wire... you should then secure the foam and the liner to the basket to minimize movement that could result in damage to the flowers.
- Please note that this design is symmetrical in balance and grouped by flower type and color
- Be sure to insert the stems deep into the foam to ensure a good water source
- You may have to selectively prune the spray flowers to create the balanced look of this design
- Clean the stamen from the lilies as they develop as to not stain the flowers.

### **C15-4790 The Precious Heart™ Bouquet by FTD®**

*This item MUST keep the same color harmony including all three of the colors pictured*

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance
- Prepare your vases with the proper proportion of water and flower food
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place

- You will notice there is no bow in this design, and the addition of any ribbon is unnecessary

#### **17-M4 The FTD® Spring Skies™ Bouquet**

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance
- You may find it helpful to use a clear tape grid on the vase to help hold the flowers in place.
- Prepare your vases with the proper proportion of water and flower food
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place

#### **17-S4 The FTD® Make Today Shine™ 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.
- Be mindful to not over develop the Iris, using them in a tighter bud stage will promote longer vase life.

#### **17-M1 The FTD® Happy Spring® 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.

#### **C12-4792 The Sweet Surprises® Bouquet by FTD®**

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance
- Prepare your vases with the proper proportion of water and flower food
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place
- You will notice there is no bow in this design, however there is a piece of ribbon simply tied around the choke of the vase.

#### **C16-4839 The Stunning Beauty™ Bouquet by FTD®**

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance
- Prepare your vases with the proper proportion of water and flower food
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place
- Clean the stamen from your lilies as they develop as to not stain the flower
- You will notice there is no bow in this design, and the addition of any ribbon is unnecessary

#### **17-S5 The FTD® Brighter than Bright™ 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.
- Properly hydrate the floral foam prior to placing in the container. Secure the foam to the container.
- Clean the stamen from the Lilies as they develop as to not stain the flowers.

#### **17-M3 The FTD® So Very Loved® 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 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.

#### **17-M6 The FTD® Be Blessed™ Bouquet**

- This is a mixed design 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. Secure the foam to the container.
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place
- Clean the stamen from your lilies as they develop as to not stain the flower

#### **17-M7 The FTD® Perfect Day® 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.
- You will notice that there is no bow in this design and the addition of ribbon is unnecessary.

#### **C4-4791 The FTD® Sweet Splendor™ Bouquet**

- This is a mixed design 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 your vases prior to creating your design, this will help to support the flowers and hold them in place.
- You will notice there is no bow in this design, however there is a piece of ribbon simply tied around the vase.

#### **17-M9 The FTD® Orchid Bouquet® by Vera Wang**

- This is a mono-botanical arrangement and the Orchids 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.
- Store tropical flowers at 56 to 60 degrees Fahrenheit.

#### **17-S4R The FTD® Make Today Shine™ Rose Bouquet**

- This is a mono botanical arrangement and the Roses should be evenly distributed throughout the design in their own space with equal balance.
- Additionally, pay attention to the color balance by distributing each variety of colored roses throughout the arrangement.
- Prepare the vase with the proper proportion of water and flower food.
- Clean the guard petals from the roses to create a clean and manicured look.

#### **17-M1R The FTD® Happy Spring® Mixed Rose Bouquet**

- This is a mono botanical arrangement and the Roses should be evenly distributed throughout the design in their own space with equal balance.
- Additionally, pay attention to the color balance by distributing each variety of colored roses throughout the arrangement.
- Prepare the vase with the proper proportion of water and flower food.
- Clean the guard petals from the roses to create a clean and manicured look.

#### **LX 158 The FTD® Beyond Brilliant™ Luxury Bouquet**

- This vase arrangement features the Grouping Technique with the flower varieties and the colors used. This is not a mixed style.
- Prepare the vase with the proper proportion of water and flower food.

- Carefully arrange the selected flowers into a round shaped bouquet, keeping the colors and flower variety positions in mind.

**LX 180 The FTD® Heart's Wishes™ Luxury Bouquet**

- This is a mixed arrangement featuring a casual grouping of Mokara Orchids to one side. The flowers should be evenly distributed throughout the design in their own space with equal balance.
- Fill the vase with the proper proportion of water and flower food.
- It is optional to use a clear taped grid across the top of the container to assist in holding the flowers in place.
- Additionally, pay attention to the color balance by distributing each variety of colored roses throughout the arrangement.