



TAKE YOUR BUSINESS FURTHER™



FTD Valentine's Day 2018 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 scale and dimensions in mind 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 then only used in the manner in which 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.
- 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 underwater; this will cause air pockets to be trapped in the foam.

18-V1 The FTD® Lasting Romance® 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.

18-V1R The FTD® In Love with Red Roses™ Bouquet

- This is a mono botanical arrangement and the roses 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 guard petals from the roses for a clean and manicured look.

18-V2 The FTD® Sweethearts® 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.



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18-V2R The FTD® Art of Love™ 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.
- Create the color pattern pictured by using the grouping technique with each color of rose.
- Prepare the vase with the proper proportion of water and flower food.
- Clean the guard petals from the roses for a clean and manicured look.

18-V4 The FTD® Hold Me in Your Heart™ 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.
- Prepare the vase with the proper proportion of water and flower food.
- Create a natural grid with the foliage first to assist in holding the roses in place.

18-V5 The FTD® Love Always Bouquet by Vera Wang

- This is a mono botanical arrangement and the roses should be evenly distributed throughout the design in their own space with equal balance.
- Create the color pattern pictured by using the grouping technique with each color of rose (hot pink, pale pink, red).
- Prepare the vase with the proper proportion of water and flower food.
- Clean the guard petals from the roses for a clean and manicured look.
- Please remember to include the Vera Wang branded hang tag with each order.

B02 The FTD® Precious Heart™ 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 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.

B03 The FTD® Sweet Surprises® 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 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.
- Please note that there are no hot pink roses in the Standard size.



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B06 The FTD® Stunning Beauty™ 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.
- Lightly green the vase prior to creating the 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.
- Clean the stamen from the lilies as they develop as to not stain the flowers.

E2-4305 The Long Stem Red Rose Bouquet by FTD®

- This design is of a single type of flower and all of the same color. The roses should be thoughtfully designed and evenly distributed throughout the design, in their own space and with equal balance.
- Prepare the 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.
- You will notice there is no bow in this design, and the addition of any ribbon is unnecessary.

LX180 The FTD® Heart's Wishes™ Luxury Bouquet

- This is a mixed arrangement with 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.
- Prepare 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.

RP51 The FTD® Fate™ Luxury Bouquet

- This is a mono botanical arrangement and the roses 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 guard petals from the roses for a clean and manicured look.
- Arrange the Aspidistra leaves inside the vase, allowing the natural tension of the curvature of the foliage to hold the leaves in place.
- Arrange the roses in the vase carefully so the stems do not disturb the Aspidistra foliage.