

FTD[®] FLORAL SUBSTITUTION GUIDELINES



WHEN IS FLORAL SUBSTITUTION ACCEPTABLE?

Consumers expect to get what they paid for. Accordingly, **floral substitution is proper only in emergency situations.** If the words “no substitutions” appear on the order, assume that the sending florist has explained the substitution policy to the customer, and you must fill that order exactly as requested. **Container substitution on FTD codified product is never acceptable.**

When floral substitution is necessary, follow these FTD policies:

1. **No substitution of FTD codified containers is permitted.**
2. There shall be no substitution in a specified type of arrangement; that is, **no change in size or shape.**
3. In arrangements of assorted flowers, the **color shown** in the FTD Floral Selections Guide **should be used**, even if this means substituting other types of flowers that are of equal value.
4. When floral substitution is necessary, the utmost care should be taken to **maintain the overall effect** of the arrangement illustrated in the FTD Floral Selections Guide. For example, spiked flowers should be substituted for spikes and round flowers for round.
5. In arrangements with only one type of flower, such as a bouquet of roses, the **variety** of the flower is most important, **followed by color**, in this instance only.
6. Edible products ordered must be fulfilled exactly as ordered; substitution of edible products is strictly prohibited.

In all cases of floral substitution, the filling florist must notify the sending florist of the substitution and the reason for the substitution. The sending florist should notify the customer of the substitution.

Customs of the city or preference of the recipient do not determine what shall be delivered. **The filling florist’s responsibility is to the customer who places and pays for the order.**

When a complaint results from improper substitution, the filling florist shall either make a satisfactory replacement or pay an adjustment to the sending florist, if the customer insists on a refund.

Improper substitution will result in disciplinary action under the FTD Quality Assurance Program. If you have any questions about substitution issues, please call FTD Member Services at 1-800-788-9000.