

CODIFICATION INFORMATION

Advertised Specials will automatically appear in the listing of those Members who have ordered any of the Holiday codified containers from the Marketplace Division prior to the deadline.

The coding system is as follows:

FTD Holiday Codified Products

VALENTINE'S DAY

- V1 The FTD® Lasting Romance® Bouquet
- V1J The FTD® Lasting Romance® Bouquet with Heart Pendant
- V2 The FTD® Sweethearts® Bouquet
- V3 The FTD® Hold My Heart™ Bouquet
- V4 The FTD® My Heart to Yours™ Rose Bouquet
- V5 The FTD® Casual Elegance™ Bouquet
- V5R The FTD® Royal Treatment™ Rose Bouquet
- VRJ The FTD® Royal Treatment™ Rose Bouquet with Heart Pendant
- V6 The FTD® Perfect Impressions™ Bouquet
- V7 The FTD® In Love with Red Roses™ Bouquet
- V7J The FTD® In Love with Red Roses™ Bouquet with Heart Pendant
- V8 The FTD® Season of Love™ Bouquet
- V9 The FTD® Captivating Color™ Rose Bouquet by Vera Wang

SPRING

- S1 The FTD® Touch of Spring® Bouquet
- S2 The FTD® Spring Tulip Bouquet by Better Homes and Gardens®
- S3 The FTD® Sunlit Blooms™ Bouquet
- S4 The FTD® Garden Terrace™ Bouquet by Vera Wang

MOTHER'S DAY

- M1 The FTD® Loving Thoughts® Bouquet
- M1J The FTD® Loving Thoughts® Bouquet with Heart Pendant
- M2 The FTD® Spring Garden® Bouquet
- M3 The FTD® Timeless Elegance™ Bouquet
- M4 The FTD® Pink Exuberance™ Bouquet by Better Homes and Gardens®
- M5 The FTD® Sweet Devotion™ Bouquet by Better Homes and Gardens®
- M6 The FTD® Radiant™ Bouquet
- M7 The FTD® Perfect Day™ Bouquet for Kathy Ireland Home
- M8 The FTD® Sunlit Meadows™ Bouquet by Better Homes and Gardens®
- M9 The FTD® Royal Treatment™ Rose Bouquet
- M9J The FTD® Royal Treatment™ Rose Bouquet with Heart Pendant
- M10 The FTD® Perfect Impressions™ Bouquet

FTD Everyday Codified Products

- AB1 The FTD® Anniversary Bouquet (.AB1) Red glass vase with sculptural twist holds a stunning mixed bouquet.
- AB2 The FTD® Anniversary Rose Bouquet (.AB2) Sculptural red glass vase features a dozen red roses.
- A1J The FTD® Anniversary Bouquet with Heart Necklace (.A1J) Mixed bouquet in a red glass vase accompanied by a sterling silver heart necklace holding a genuine white topaz.
- A2J The FTD® Anniversary Rose Bouquet with Heart Necklace (.A2J) A dozen red roses in a red glass vase along with a sterling silver heart necklace holding a genuine white topaz.
- ANG The FTD® Ceramic Angel™ (.ANG) Elegant ceramic angel makes a meaningful addition to any arrangement throughout the year.
- BBH The FTD® Baby Boy Big Hug® Bouquet (.BBH) Blue ceramic vase hugged by a matching plush bear.
- BCB The FTD® Perfect Birthday Gift Bouquet – Boy (.BCB) Water-resistant bag perfect for birthday bouquets.










- BCG The FTD® Perfect Birthday Gift Bouquet – Girl (.BCG) Water-resistant bag perfect for birthday bouquets.
- BDA The FTD® Birthday Celebration™ Bouquet (.BDA) Bright bouquet delivers a burst of orange and yellow color in a "Happy Birthday" ceramic cube.
- BDB The FTD® Happy Birthday Bouquet (.BDB) Bright bouquet delivers a burst of purple, red and yellow color in a "Happy Birthday" ceramic cube.
- BDH The FTD® Festive Big Hug® Bouquet (.BDH) Green ceramic vase hugged by a matching plush bear.
- BDY The FTD® Birthday Bouquet (.BDY) Green ceramic cube includes colorful striped ribbon and a "Happy Birthday" tag.
- BGH The FTD® Baby Girl Big Hug® Bouquet (.BGH) Pink ceramic vase hugged by a matching plush bear.
- BH2 The FTD® Big Hug® Bouquet (.BH2) Our green ceramic vase and plush bear holds a bouquet of lavender alstroemeria and magenta mini carnations.
- BL1 The FTD® Intriguing Grace™ Bouquet (.BL1) Hand blown glass vase with bandings of silvery accents features a glamorous white mix.
- BL2 The FTD® Blooming Bliss™ Bouquet (.BL2) Hand blown glass vase with bandings of silvery accents holds a bouquet of pink and green blooms.
- BWG The FTD® Garden Vista™ Bouquet by Better Homes and Gardens® (.BWG) Rose and Iris bouquet in a green glass vase featuring a basket weave texture.
- BWL The FTD® Hello Happiness™ Bouquet by Better Homes and Gardens® (.BWL) Mixed bouquet in a purple basket weave glass vase.
- BWR The FTD® Sun's Sweetness™ Rose Bouquet by Better Homes and Gardens® (.BWR) Rose bouquet in green glass vase featuring a basket weave texture.
- BYD The FTD® Brighten Your Day™ Bouquet (.BYD) Glass bowl with interlocking hand cut design holds lilies, carnations, roses and gerbera daisies.
- BYS The FTD® Because You're Special™ Bouquet (.BYS) Green translucent glass vase with elegant beads is an added selling point.
- CAK The FTD® Wonderful Wishes™ Floral Cake (.CAK) Foam cake with 6 decorative candles and a pedestal base. Codifies you to receive orders for D2-4896 and D3-4901.
- CDG The FTD® Lime-Licious™ Bouquet (.CDG) Flared glass vase in a tangy shade of lime holds a fresher-than-springtime mixed flower bouquet.
- CDL The FTD® Purple Pop™ Bouquet (.CDL) Pink and purple blooms combine in a sweet and sophisticated bouquet in a deep purple flared glass vase.
- CDO The FTD® Orange Escape™ Bouquet (.CDO) Bright orange flared glass vase features a zesty orange bouquet.
- CDP The FTD® Raspberry Sensation™ Bouquet (.CDP) Hot pink flared glass vase features a bouquet in mouth-watering shades of raspberry.
- CDR The FTD® Cherry Sweet™ Bouquet (.CDR) Red flared glass vase features a pretty bouquet mixing cherry red and snowy white blooms.
- CDY The FTD® Lemon Groove™ Bouquet (.CDY) A sunny mix of blossoms arranged in a shapely, heavy glass vase radiating lemon drop cheer.
- CPP The FTD® Comfort Planter (.CPP) Peace lily plant in an elegantly simple, white ceramic planter finished with a satin ribbon with words of comfort.
- DEV The FTD® Sweet Devotion™ Bouquet by Better Homes and Gardens® (.DEV) Lavender glass vase, sparkling with a hand-cut trellis of glittering chamfers.
- ELB The FTD® Eternal Light™ Bouquet (.ELB) Stunning cross is perfect for sympathy, first communions, and more. Includes design tray and holder.
- FBB The FTD® Faithful Blessings™ Bouquet (.FBB) Simple, white ceramic vase beautifully embellished with a sculptural cross holds white Oriental lilies.
- GDV The FTD® (.GDV) 8-piece assortment features filled milk, dark and white chocolates.
- GWB The FTD® Graceful Wonders™ Bouquet by Better Homes and Gardens® (.GWB) Sparkling, heavy glass vase in a soft shade of lavender.
- HG1 The FTD® Sunlit Meadows™ Bouquet by Better Homes and Gardens® (.HG1) Ribbed, aqua blue glass vase holds a mixed bouquet featuring sunflowers.
- HG2 The FTD® Pink Exuberance™ Bouquet by Better Homes and Gardens® (.HG2) Deep berry glass vase set in a black holder with handle holds a brilliant bouquet.

- HG3 The FTD® Gifts From The Garden™ Bouquet by Better Homes and Gardens® (.HG3) Ribbed, aqua blue glass vase features roses, gerbs and snapdragons.
- HRB The FTD® My Heart to Yours™ Rose Bouquet (.HRB) Gorgeous heart-shaped red vase holds red and pink roses and spray roses.
- LMB The FTD® Little Miracle™ Bouquet – Boy (.LMB) Metal vase decorated with classic blue striped pattern and matching blue satin bow.
- LMG The FTD® Little Miracle™ Bouquet – Girl (.LMG) Metal vase decorated with classic pink striped pattern and matching pink satin bow.
- PBB The FTD® Perfect Blooms™ Bouquet (.PBB) Pink hand cut glass bubble bowl, beautifully bevel cut with diagonal chamfers.
- PCB The FTD® Color Your Day With Tranquility™ Bouquet (.PCB) Blue paint can is filled with tranquil blooms.
- PCG The FTD® Color Your Day With Joy™ Bouquet (.PCG) Part of the collection of color and emotion. Green symbolizes joy, harmony and renewal.
- PCK The FTD® Color Your Night with Intrigue™ Bouquet (.PCK) Red and lavender blossoms in a midnight black metal paint can vase.
- PCL The FTD® Color Your Day With Beauty™ Bouquet (.PCL) Part of the collection of color and emotion. Purple symbolizes beauty and grace.
- PCO The FTD® Color Your Day With Laughter™ Bouquet (.PCO) Orange paint can and festive blooms reflect the colors of laughter.
- PCP The FTD® Color Your Day With Happiness™ Bouquet (.PCP) Part of the collection of color and emotion. Pink expresses happiness, vibrancy and friendship.
- PCV The FTD® Color Your Day With Radiance™ Bouquet (.PCV) Give your customers a wonderful burst of bright color with this red metal paint can bouquet.
- PCY The FTD® Color Your Day With Sunshine™ Bouquet (.PCY) Part of the collection of color and emotion. Yellow will brighten anyone's day.
- PKM The FTD® Pick-Me-Up® Bouquet (.PKM) Teal glass vase with rainbow beaded accents holds a bright and joyful bouquet.
- RBB The FTD® Radiant Blooms™ Bouquet (.RBB) Deep berry hand cut glass bubble bowl bevel cut with diagonal chamfers.
- SBB The FTD® Sunlit Blooms™ Bouquet (.SBB) Green hand cut glass bubble bowl bevel cut with diagonal chamfers.
- TBD The FTD® Birthday Wishes™ Bouquet (.TBD) Red glass vase sports a contemporary silver plated "Birthday" tag hanging from a wrapped band of silvery metal wire.
- TCG The FTD® Congrats Bouquet (.TCG) Blue glass vase features a contemporary silver plated "CONGRATS" tag hanging from a wrapped band of silvery metal wire.
- TFR The FTD® Friends Bouquet (.TFR) Purple glass vase features a contemporary silver plated "Friends" tag hanging from a wrapped band of silvery metal wire.
- TGW The FTD® Get Well Bouquet (.TGW) Orange glass vase features a contemporary silver plated "GET WELL" tag hanging from a wrapped band of silvery metal wire.
- TLV The FTD® Expressions of Love Bouquet (.TLV) Dazzling, ruby red glass vase holds an eye-catching contemporary silver plated metal "LOVE" tag hanging from a wrapped band of silvery metal wire.
- TML The FTD® Timeless Traditions™ Bouquet (.TML) Lavender glass vase with hand cut accents holds lavender roses, purple stock and more.
- TOY The FTD® Thinking of You™ Bouquet (.TOY) Lavender glass vase with hand cut accents holds white roses and lilies surrounded by lavender and purple blooms.
- TTY The FTD® Thanks Bouquet (.TTY) Green glass vase features a contemporary silver plated "THANKS" tag hanging from a wrapped band of silvery metal wire.
- VW1 The FTD® Joyful Inspirations™ Bouquet by Vera Wang (.VW1) Ribbed glass vase is the epitome of elegance.
- VW3 The FTD® Captivating Color™ Rose Bouquet by Vera Wang (.VW3) High quality glass vase with hand-blown teardrop in the base.
- VW6 The FTD® White Elegance™ Bouquet by Vera Wang (.VW6) Stunning glass bowl with hand cut facets holds stunning white blooms.

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- VW7** The FTD® Grand Occasion™ Bouquet by Vera Wang (.VW7) Exquisitely shaped clear glass vase with a silver electroplated base.
- VW8** The FTD® Dawning Delight™ Bouquet by Vera Wang (.VW8) High-quality clear glass vase with hand cut continuous chamfers.
- VW9** The FTD® Beauty and Grace™ Bouquet by Vera Wang (.VW9) Handcrafted ribbed glass vase is a vision of elegance. Perfect for any occasion.
- V10** The FTD® Luxe Looks™ Bouquet by Vera Wang (.V10) Roses, lilies and stock in a faceted glass vase that is hand-detailed with over 100 individual cuts.
- V11** The FTD® Musings™ Luxury Bouquet by Vera Wang (.V11) Finely crafted vase overflows with gorgeous white calla lilies.
- V12** The FTD® Astonishing™ Luxury Bouquet by Vera Wang (.V12) Sleek glass vase with a silver base filled with hydrangea, roses and stock.
- V13** The FTD® Eloquent™ Bouquet by Vera Wang (.V13) A mix of green lavender blooms springs from an elegant glass ice bucket.
- V14** The FTD® Joyful Inspirations™ Bouquet by Vera Wang (.V14) VW1 with 1-oz. Vera Wang Princess Fragrance.
- V15** The FTD® Captivating Rose™ Bouquet with Fragrance by Vera Wang with Fragrance (.V15) VW3 with 1-oz. Vera Wang Princess Fragrance.
- V16** The FTD® Beauty and Grace™ Bouquet by Vera Wang with Fragrance (.V16) VW9 with 1-oz. Vera Wang Princess Fragrance.
- V17** The FTD® Eloquence™ Bouquet by Vera Wang with Fragrance (.V17) with 1-oz. Vera Wang Princess Fragrance.
- V18** The FTD® Simple Surprises™ Bouquet by Vera Wang (.V18) Graceful footed glass bowl with metallic silver hard PVC liner.
- V19** The FTD® Delightful Discoveries™ Bouquet by Vera Wang (.V19) Stunning bowl with hand cut facets holds blooms in all shades of lavender and purple.
- V20** The FTD® New Day Dawns™ Bouquet by Vera Wang (.V20) Handcrafted ribbed glass vase is the epitome of elegance.

Additional Categories

-  Arrangements can be shown with an individual florist's lowest acceptable prices only. Arrangements (one or several kinds of flowers and usually greens) are artistically placed with their stems in a suitable container, made to face in a semi-circle unless otherwise specified. Does not include bud vases.
-  Balloon Arrangements. Members displaying this code must fill orders for latex and metallic helium-filled balloons. Balloon orders may be filled with or without fresh flowers.
-  Blooming Plants can be shown with an individual florist's lowest acceptable prices only. These will be flowering plants selected by the filling florist.
-  Combination Candy/Flowers Orders must be filled with at least 50 percent gross value in flowers.
-  Dried & Silk Materials
-  Fresh Fruit means that the florist has easy access to fresh fruit.
-  Funeral Flowers can be shown with an individual florist's lowest acceptable prices only. It will be considered to be an open order and will be filled at the florist's discretion. It can be a design, spray, basket or vase arrangement, or whatever is appropriate for funeral services in the area. Plants and blooming plants are not to be used unless specifically ordered by the sending Member.
-  Gourmet Food Baskets means that the florist has easy access to a combination of food items that will be attractively displayed in baskets.
-  Roses Arranged will be shown with an individual florist's lowest acceptable prices only. The code represents one dozen roses, with a minimum stem length of 18", arranged in a vase. It does not include sweetheart roses nor does it relate to the prices of roses in quantities smaller than 12.




Same Day Gifts. Popular gifts for all occasions.

MERCURY EQUIPPED SHOPS Individual listings which are coded with this symbol following the Member code number identify those shops which are equipped with a Mercury System.


NE NO ENGLISH SPOKEN Appears directly following the phone number and indicates that this florist cannot speak in the English language. English is presumed spoken during normal business hours of the Member shop, except in Quebec, Canada. Shops without English-speaking personnel during normal business hours must codify whether in the United States or Canada in order to facilitate the sending of orders.

 **DELIVERY CHARGE** See information to the right for FTD's policy on delivery charges.

S OPEN SUNDAY Shops that are regularly open and delivering on Sunday.

 **MID-WEEK CLOSING DAYS** Shops that close a full day or a half day, other than Sunday, are required to codify such closings in the Membership List. Shops codified for such closings are generally open during holiday weeks.

Example:  Closed Tuesday

 **FLOWERS ALL HOURS** Identifies florists who subscribe to FTD's Flowers All Hours Service and are available, via phone, to accept orders 24 hours a day.

MCE MARIAN HEATH EVERYDAY GREETING CARDS Identifies florists who can deliver an everyday card from this greeting card line in place of a regular enclosure card.

MCH MARIAN HEATH HOLIDAY GREETING CARDS Identifies florists who can deliver a holiday greeting card from this greeting card line in place of a regular enclosure card.

H HOLIDAY PRICE EXCEPTION CODE Letter "H" appears after Member's own individual price codes in the Membership List to indicate that published prices are not applicable for one week preceding and one week after the five major holidays of Valentine's Day, Easter, Mother's Day, Thanksgiving and Christmas.

FTD POLICY ON DELIVERY CHARGES

The policy regarding charges for delivery of an FTD order is designed to accommodate the variety of methods FTD Members have in charging for delivery. Delivery charges are never treated as extra charges. They are always included in the total price of the order. When a filling florist charges his own customers for delivery, he may deduct the amount of his regular delivery charge from the price of an incoming FTD order. **Example:** An FTD order for a \$40.00 arrangement is transmitted to a florist who charges his local customers \$5.00 for delivery or has posted a \$5.00 delivery fee in the directory and on the Mercury.

The receiving florist should fill the order with an arrangement valued at \$35.00 and use the remaining \$5.00 to cover the cost of delivery.

DELIVERY CHARGES OUTSIDE THE FTD MEMBER'S OWN CITY

Also-Served-By Listings: Members are required to serve these listings exactly as they would their main listings. Delivery charges are deducted from the price of the order as shown in the example above.

THE SENDING FLORIST'S RESPONSIBILITY

When accepting orders from customers, Sending Members should be aware that delivery is a part of the cost of filling an FTD order. Sending Members should check the Filling Florist Listing for a posted delivery fee. The amount of money collected from the customer should be sufficient to handle the delivery

charges of the Filling Florist.

Note: It is recommended that delivery be added into the price of the floral item. If a separate delivery charge is collected, the entire amount must be given to the Filling Florist. Where the Filling Florist delivery fee is not posted, if the amount collected is more than they need for delivery, the additional amount will be added to the floral item purchased.

DO NOT REPORT DELIVERY CHARGES SEPARATELY.

Filling florists may not "add on" a delivery charge when reporting orders to the FTD Clearinghouse. Orders must be reported only for their total price as transmitted.

Members who are charged extra for delivery on their Clearinghouse statement are entitled to file an adjustment through the Clearinghouse.

ORDER REFUSALS. FTD Members may not reject an FTD order that has been sent in compliance with FTD rules determined minimum prices for specific products. FTD members may reject orders priced below their published minimum price, but only in those specific categories.

If a Member cannot profitably deliver the order as described by the Sending Florist, they should notify the Sending Florist that it is necessary to reduce the size and content of the product to be delivered or to substitute according to the rules of FTD.

MINIMUM ORDER CODIFICATION





The letters MO, followed by a two-digit price, represents the FTD Member's own lowest acceptable price for any non specific item. This code is designed to permit FTD Members who have a minimum order policy in their own communities to identify themselves. The price should not discriminate against FTD orders and can be no different than the Member's minimum price for filling a local order.

Minimum price where no delivery fee is posted is the delivered price. Minimum price where the delivery fee is posted separately is for the cost of the product and the delivery fee amount should be added to it for the delivered price.

A member who chooses not to list an MO code, or other code categories requiring a price, must fill all properly transmitted FTD orders for the gross amount of the order and provide full value at least equal to that which would be given in their own shop for a local order of the same gross amount.

In instances where a Member shows the MO code, in addition to the other codes, the prices shown apply to each specific code.

Example: **Main Street Florist**

00-0000 % 111/612-0000
500 Main Street MO 20
 **25**  **25**  **20**  **8.95**

In the above example, the florist indicates his minimum order is \$20.00 but his price for dried and silk materials is \$25.00, candy/flower combination \$25.00 and arrangements \$20.00. \$8.95 should be added to each price for the delivered price.

Members who do not codify for price minimums are required to accept and fill all properly transmitted FTD orders.