



New 2008 FTD® Floral Selections Guide

FTD is pleased to announce that the new 2008 FTD Floral Selections Guide will begin mailing to all FTD shops in early September. Each shop will receive a brand new complete kit, containing the following components:

1. The FTD Floral Selections Guide

The new Floral Selections Guide (FSG) features full-color pages of over 500 beautiful floral designs for every occasion, all showcased in a durable new binder that can handle daily usage. This new binder is so strong that FTD will replace it for free if it should wear or break.

One important change is that **all item numbers in the binder are in numeric order as they were in the past**. We have returned to having the first part of the item number refer to the page that the arrangement is on in the binder (for example, B10-3645 appears on page B10).

The FSG has seven customer-friendly, easy-reference sections including: **Exclusives, Seasonal, Everyday, Celebrations, Roses, Sympathy and Wedding**. Sympathy and Wedding sections remain separate laminated booklets so that additional copies can be purchased for you to provide to partnering funeral homes and bridal shops.

2. Designer's Workbooks and Holder - *New this year!*

- FTD is including individual workbooks for each section so that multiple designers can use them at the same time! We're also including a sturdy holder for the workbooks so they can be stored in one place and not get misplaced.
- The industry-standard pricing formula has remained the same, but we have raised labor for Sympathy set pieces to 50% due to the extra amount of time it takes to build these pieces.
- We are also including a separate Reference Guide which features an explanation of computing SRPs, a sample recipe, FTD.COM "Florist-Designed" arrangements, WebGifts ordering instructions, Flower Exchange & Wholesale container information and more.
- Most of the containers used in the arrangements will be available from Marketplace. Whenever we can, we have listed the item number and vendor for the containers used.
- All arrangements have been re-priced using updated Flower Exchange pricing for flowers and Marketplace pricing for containers.

3. FSG Software and Image CDs

We are including 2 CDs in the 2008 FSG Kit.

- *2008 FSG Software CD* – Includes adjustable item pricing and markups. You can change the price of a single item in an arrangement and/or universally update that price for all arrangements. NOTE: Please note that all new FSG products will be active by October 1, 2008 on FTD.COM.
- *Image CD* – Includes images with and without backgrounds! The only arrangements that do not have no-background images are Sympathy, Wedding and Prom.

4. Easy Reference Items

- *NEW! Floral Reference* – Newly added to the binder is an easy-identification chart of the most widely used flowers. This handy reference includes images and seasonal availability.
- *Suggested Retail Price (SRP) List*
- *Indexes* – Numeric and Alpha Indexes appear in both the FSG Binder and the Reference Guide.
- *Pricing Stickers* - Enough to price the FSG with FTD SRPs or the Member's own SRPs.

Ordering additional components

You can order additional components at any time by calling FTD Marketplace at 1-800-767-4000. Below is a listing of each component and its item number.

Sympathy Guide	\$19.99	
Wedding Guide	\$19.99	
Designer's Workbook Kit	\$49.99	(Includes the holder and all Workbooks)
Individual Workbooks	\$9.99	

A 17% shipping fee will be added to prices listed above. Canadian Members will be charged the current exchange rate as they are charged for all Marketplace products.

New Images on Florists Online (FOL) Sites

The rollout of the new products will occur in a tiered fashion to allow you time to adjust pricing to your liking. All of the below information along with lists of all the products and their type of changes will be available on the FOL Portal for reference.

There will be three types of changes occurring during the process ADDITIONS, MODIFICATIONS, and DELETIONS.

Additions:	New Products that did not exist previously
Modifications:	Products that have a changing product code, name, recipe or description
Deletions:	Products being removed from the FSG

Important Dates:

All ADDITIONS and MODIFIED FSG products available in the web portal: 8/25/08.
(GO LIVE DATE: 10/1/08)

All DELETED products removed from availability: 10/1/08
(DELETED BY: 11/1/08)

Tiered Rollout

By Monday, August 25th, all ADDITION and MODIFICATION products will be available in the web portal. These products will NOT be present on sites, but are available in each of their respective categories for modification of Override SRP so that you can adjust pricing as you see fit. You may also modify the "Show in Catalog" field to prevent these new products from showing on your site.

On Wednesday, October 1, all of these products will then be available and automatically moved into the appropriate categories on your site. This will respect any changes you have made in the previous five weeks.

Also on Wednesday, October 1, all DELETION products will be made unavailable and will not display on your site. Images of these products will be available by request in FOL Support. Going forward, if you would like these products displayed you can create custom products to display on your site.

On Saturday, November 1, all DELETION products will be removed permanently from the sites and products in the DISCONTINUED category will be removed. If you wish to retain a DISCONTINUED product on your site, you should create a custom product of it. If you have questions about this process, please call FOL Support.

New Products on FTD.COM

All new images will appear on FTD.COM starting Wednesday, October 1, 2008.

FTD.COM Delivery Fee

FTD and FTD.COM are leading the industry in helping florists to deal with the impact of higher fuel prices. Therefore, FTD.COM retail prices for florist delivered items are being updated to be \$10 higher, on average, than the base standard retail prices to allow more money for delivery. The retail price of each florist SKU will be set to attractive consumer price points where possible to maximize consumer demand for florist delivered arrangements while maintaining the average of a \$10 price increase across all SKUs.

We are very excited about our beautiful new FSG Kit and hope you find it to be a valuable marketing tool. Please remember that all florists will not receive their new FSG Kit and Directory CD at the same time. So please be aware of any confusion that could occur between shops due to timing issues of receipt of both tools.

If you have any questions, please contact Member Services at 800-788-9000.