



TAKE YOUR BUSINESS FURTHER™



## FTD Mother'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-S1 The FTD® Touch of 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.
- Be mindful to not over develop the Iris, using in a tighter bud stage will increase vase life.

### 18-S2 The FTD® Perfect Day™ Bouquet

- This is a mixed arrangement and the flowers should be evenly spaced throughout the design in their own space with equal balance.
- Prepare the vase with the proper proportion of water and flower food.
- Remove any foliage from the stems that will be below the water line.

### 18-S3 The FTD® Sunlit Meadows™ 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 any foliage from the stems that will be below the water line.



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**18-S4 The FTD® Spring Garden® Basket**

- 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 basket liner. Secure to the liner then place in the basket.
- Remove the stamen from the lilies as they develop as to not stain the flowers.

**18-S5 The FTD® Shimmer & 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.

**18-S5K The FTD® Pink at Heart™ Orchid Bouquet**

- This is a mono-botanical arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Applying a clear taped grid across the rim of the vase prior to adding water may be useful in creating the design and holding the flowers in place.
- Remember tropical flowers should be stored at temperatures between 56 to 60 degrees F.
- Please note that there is no foliage in this design.

**18-S6 The FTD® Because You're Special™ 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 any foliage from the stems that will be below the water line.
- Please ensure you are following the recipe for 18-S6, not IN4, which shares this bouquet's name.

**18-S7 The FTD® Sweet Devotion™ Bouquet**

- This is a mixed arrangement 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 the color palette is Lavender and Purple with Cream.
- 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.
- Please ensure you are following the recipe for 18-S7, not DVB, which shares this bouquet's name but was featured in a different vase.



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**18-S8 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 equal balance.
- Fill the container with the proper proportion of water and flower food.
- Lightly green up the vase prior to adding the flowers to create the design.
- Be careful to not over develop the Iris. Sending out in a slightly cracked bud stage will increase vase life.

**18-S9 The FTD® Sweet Talk™ 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 up the vase prior to adding the flowers to the design to assist in holding them in place.
- Please remove the stamen from the lilies as they develop as to not stain the flowers.

**LX158 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.
- Pay attention to the flower placement to achieve the desired look and balance.
- Carefully arrange the selected flowers into a round shaped bouquet, keeping the colors and flower varieties positions in mind.

**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.
- 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.

**LX185 The FTD® Irreplaceable™ Luxury Bouquet**

- This is a partially mixed arrangement with the flowers distributed in casual groupings throughout the design in their own space with equal balance.
- Notice the color placements within the vase where there is a transition from green into pink as your eye travels from left to right.
- Lightly green up the vase to aid in holding the flowers in place.
- Remember to add extra water to this design with the large number of varieties that require adequate amounts of water.



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**LX186 The FTD® Only The Best™ Luxury Bouquet**

- This is a slightly mixed style arrangement and the flowers are casually grouped throughout the design in their own space with equal balance.
- Notice the transition of color from pink and raspberry into orange as your eye travels from left to right.
- Prepare the vase with the proper proportion of water and flower food.
- Lightly green up the container to assist in holding the flowers in place to complete the design.

**B02 The FTD® Precious Heart™ Bouquet**

- This is a mixed arrangement and the flowers should be evenly spaced 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 and then arrange the flowers through the foliage.

**B03 The FTD® Sweet Surprises® Bouquet**

- This is a mixed arrangement and the flowers should be evenly spaced 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 and then arrange the flowers through the foliage.

**B05 The FTD® Sunny Sentiments™ Bouquet**

- This is a mixed arrangement and the flowers should be evenly spaced 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 and then arrange the flowers through the foliage.

**B06 The FTD® Stunning Beauty™ Bouquet**

- This is a mixed arrangement and the flowers should be evenly spaced 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.

**B07 The FTD® Best Day™ Bouquet**

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design with equal balance and in their own space.
- 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.

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

- Properly hydrate the floral foam prior to placing in the liner for the basket.
- Secure the floral foam to the liner before you secure the liner to the basket.
- This arrangement uses the Grouping Technique for the flower placements.
- Clean the stamen as the lilies develop as to not stain the flower.