



newsletter

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LETTER FROM FTD CEO



Dear FTD Members,

Congratulations on a successful Valentine's Day! I have received incredible feedback from many of you who reported positive

numbers. Just look at all the success stories on page 6.

As you know, FTD very aggressively ensures that our florists and the products sold under the FTD mark meet our quality standards. As we all know, high quality, same-day delivery is one of our key competitive advantages in today's marketplace. This industry has occasionally had problems with order skimming, poor fulfillment and poor customer service. Such practices are very damaging to our industry. FTD does not tolerate such practices and will continue to monitor and enforce our standards prohibiting any of these practices by FTD Florists. Even a single

negative experience can drive consumers to other floral companies. A bad experience with a florist and flowers can also turn off a consumer to flowers altogether and have them consider other gift options for future holidays.

I want to thank those members who continue to practice the highest quality standards in our industry. I believe that as we all hold each other accountable for superior quality, we will continue to strengthen consumer confidence in professional retail florists as the best vehicle for all their floral buying needs.

I hope you have a successful Mother's Day. As always, let us know if you need anything or have any suggestions. Thank you for being a part of FTD and for sending your orders FTD!

FTD MEMBER PERFORMS SMALL GESTURES WITH BIG RESULTS

LOU WILTSE OF THE WAYNE GREENHOUSE IN Wayne, NE is doing her part to support the men and women fighting overseas. When she found out the local national guard unit in her community was called to Iraq, Lou had each of them fill out a card to a spouse or family member and agreed to deliver roses to that special person on an anniversary or birthday free of charge.

"I have heard from many soldiers and many of their family members about how much this small jester has meant to them. I figured it was just one more way to show my support to the men and women defending freedom," said Lou.

The Wayne Greenhouse has been an FTD Member for 48 years.



FTD IS TAKING EDUCATION, SHOPPING AND NETWORKING ON THE ROAD

AS AN INNOVATIVE LEADER IN THE FLORAL industry, FTD is hosting exclusive events for its members in conjunction with the gift market shows in select major U.S. cities. This new initiative will save you time and money and provide you with the convenience of shopping, networking and education in one trip.

Starting in Summer 2006, FTD is going on the road! The FTD on the Road Show will be held in conjunction with each of the following gift shows:

- Dallas, June 24, Hilton Anatole
- Atlanta, July 15, AmericasMart
- Chicago, July 21, Westin Chicago River North
- Los Angeles, July 29, Marriott Downtown
- New York, August 12, LeParker Meridien

At the FTD on the Road Show you will benefit from two energizing education afternoon programs presented by the FTD Education Team. It will also give you the opportunity to preview and purchase the newest line of FTD's everyday and Fall/Christmas 2006 products and the chance to network with other florists at an FTD members-only dinner.

The education and dinner are complimentary for two employees per shop.

The cost is \$25 per additional person for the education program and \$75 per additional person for the dinner.

Register for this new and exciting event NOW at www.FTDi.com/FTDontheRoad.



BE GOLD. SEND FTD.



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LARRY JOHNSON ON TECHNOLOGY



FTD has been aggressively investing time and resources into continuous improvement of its technology products and it is paying off. We are getting more and more florists converting their existing technology systems to FTD's new Point-of-Sale system.

TOM LUCAS JOINS FTD

Along with focusing on new products, we are investing in more technology human capital resources to support our members. I am pleased to have Tom Lucas join our team as a Vice President of Technology Sales. FTD has increased its Technology Sales Team to 16 sales reps.

David Mellin, who also serves as a Vice President of Technology Sales, is very excited that the FTD Technology team has expanded.

"It's great to have another industry leading technology professional like Tom Lucas on our side. He brings a vast amount of experience and knowledge of the industry to our members. I'm looking forward to working closely with him," said Mellin.

Tom Lucas added, "I am thrilled to be working here at FTD in Technology. I have seen the strategic investments and dedication FTD has made to its technology products and can honestly say FTD now has the leading technology product in the industry."

GOLD TEAM

In addition to Tom Lucas, we have also increased the amount of customer service representatives to help better serve you and your technology needs.

Specifically, we created the Gold Team, which is a group of account managers and technicians that will handle the entire implementation of the Point-of-Sale systems from contract receipt until 30 days post-installation and training. The Gold Team account managers and technicians will:

- Assist you with needs such as data conversion, electrical, phone and staffing requirements, hardware placement and effective transition planning for accounts receivable processing and accounting
- Customize a training manual specific to your business needs
- Integrate your current order entry and point-of-sale business processes into an automated process using FTD's software
- Make a pre-training call to begin the installation process and initial system training
- Provide onsite execution and training
- Compose nightly updates and progress reports to ensure the implementation is progressing on time and within budget
- Make a wrap-up call upon completion of the project to ensure that you are satisfied and fully trained on your POS system

We are committed to providing you with the best implementation and training in the industry. See what FTD Mercury Technology has to offer you at a technology showcase* that is coming to a city near you. Call FTD Technology at 800-767-4000 for more information or check FTDi.com for location details.

The FTD Team is Working For You! Contact Information:

FIND YOUR FTD BUSINESS CONSULTANT at **FTDi.COM**

FTD MARKETPLACE SALES • 800-767-4000
marketplacesales@ftdi.com

FTD MEMBER SERVICES • 800-788-9000
membership@ftdi.com

FTD TECHNOLOGY SALES • 800-767-3222
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UPCOMING TECHNOLOGY SHOWCASES

April 17 – Chicago, IL	May 15 – New Orleans, LA	June 8 – Atlantic City, NJ
April 18 – Champaign, IL	May 16 – Houston, TX	June 8 – Jackson, MS
April 18 – Washington, PA	May 16 – Salt Lake City, UT	June 12 – Nashua, NH
April 19 – Pittsburgh, PA	May 17 – Dallas, TX	June 12 – Phoenix, AZ
April 19 – Evansville, IN	May 17 – Salt Lake City, UT	June 13 – Marlborough, MA
April 20 – Indianapolis, IN	May 18 – Las Vegas, NV	June 13 – Phoenix, AZ
April 20 – Youngstown, OH	May 22 – Philadelphia, PA	June 14 – Braintree, MA
April 25 – Memphis, TN	May 23 – Newark, DE	June 15 – Albuquerque, NM
April 25 – Syracuse, NY	May 23 – Miami, FL	June 15 – Seekonk, MA
April 26 – Albany, NY	May 24 – Fort Lauderdale, FL	June 19 – Ontario, CA
April 26 – Nashville, TN	May 24 – Baltimore, MD	June 19 – Denver, CO
April 27 – Knoxville, TN	May 25 – North Washington, DC	June 20 – Simi Valley, CA
May 1 – Chicago, IL	May 25 – West Palm Beach, FL	June 20 – Denver, CO
May 2 – Moline, IL	June 5 – Atlanta, GA	June 21 – Stockton, CA
May 2 – San Francisco, CA	June 6 – Birmingham, AL	June 21 – Minneapolis, MN
May 3 – Cedar Rapids, IA	June 6 – Newark, NJ	June 22 – Vallejo, CA
May 3 – Oakland, CA	June 7 – Montgomery, AL	June 22 – Minneapolis, MN
May 4 – Sacramento, CA	June 7 – Cherry Hill, NJ	*Dates are subject to change

FTD MEMBERS RECOGNIZED FOR BUSINESS ACHIEVEMENTS

KUDOS TO STEVEN MEIER AND ANDRE Brind'Amour of **Courtenay 5th Street Florist** in Courtenay, British Columbia for receiving the Small Business of the Year award from their local chamber of commerce.

Steven and Andre attribute their success to quality, enthusiasm, community involvement and a love of their product.

"You have to be compassionate, as well as creative; as you are selling an extension of the consumer's emotions. It's about building strong relationships and trust with your clients and understanding their needs. We do this very well and take this very seriously," said Steven.

The community recognized Courtenay 5th Street Florist not only for having a successful business, but also for their willingness to give a helping hand.

"From the very start Steven and Andre have embraced this community by contributing to numerous events, fundraisers and charities," said Dianne Hawkins, Executive Director of Comox Valley Chamber of Commerce. "In addition to their generous contributions, they have also provided the community with original, artistic flower arrangements that are truly magnificent. The flowers are always fresh and last for weeks."

Courtenay 5th Street Florist has been an FTD Member since 2004.



Steven (middle) and Andre (right) accept their award from a member of the chamber of commerce.



Steven and Andre are proud their shop is recognized as the Small Business of the Year.

MASSACHUSETTS MEMBER RECOGNIZED FOR CREATIVE EXPRESSIONS

CONGRATULATIONS TO VIRGINIA ORLANDO OF **Plant Bazaar Florist Inc.** in Westborough, MA for winning the award of "Best Creative Expression in Floral Design" at the recent Central Massachusetts Flower Show.

In addition, Virginia was also selected as this year's winner of the "Kate Early Award for Best Use of Tropicals."

Plant Bazaar Florist Inc. has been an FTD Member since 2002.



Virginia accepts her certificate of achievement for her creative floral design.

CANADIAN FLORIST DESIGNS FOR A GOOD CAUSE

FOR THE THIRD CONSECUTIVE YEAR, DIANE BALD of **Arbour's Flower Shoppe** in Penetanguishene, Ontario helped out the local Big Sisters organization with an event called "Showcase of Homes." The event provided an opportunity for individuals to donate to Big Sisters in exchange to tour exceptional homes in the Penetanguishene area.

Diane donated flowers and containers and volunteered her time to create a floral representation that complimented the style of home to which she had been assigned.

"We were happy to give to such a great cause," said Diane.

The event attracted 560 guests and raised over \$12,500 for the Big Sisters organization.

Arbour's Flower Shoppe has been an FTD Member for four years.



FLORISTS BRUSH UP THEIR WEDDING DESIGN SKILLS

FLORISTS GATHERED FOR EDUCATION AND networking during the Florida State Florists' Association Mid-Season Conference in January. FTD Design Instructor Keith White AIFD presented "Wedding Floral Review," which featured three distinctive color pallets and versatile styles of floral products for the celebration of marriage. Florists experienced exciting and stimulating ways to increase their knowledge of wedding design; from the ceremony and reception to the bridal bouquets showcased for the great celebration, no matter how grand or simple the event may be.



Bali Thigpen (center) of **The Rosery Florist** in Madison, FL and First Vice President of FSFA, and Russ Barley (right), president of FSFA, share a laugh with FTD Field Business Consultant Doug Crescimanno. The Rosery Florist has been an FTD Member for nine years.



Keith prepares for his education program, "Wedding Floral Review."



Florida State Florists' Association board members kicked off the conference with a ribbon-cutting ceremony.



LOVE WAS IN THE AIR ON VALENTINE'S DAY FOR FTD MEMBERS



(1) Mindy Peters, Cathy Williams and Jennifer Warr of **Vander Salm's Flower Shop** in Kalamazoo, MI take a break from designing pre-made arrangements for walk-ins and wire orders. Vander Salm's has been an FTD Member for three years. (2) Pat Penrod, Cathy Buehrer, Marc Matheny, Ben Buehrer, Lou Coleman and Denise Lumbrez of **Designs by Camerons** in Wauseon, OH celebrate their first Valentine's Day as FTD Members. (3) Tom Hamilton of **Beavercreek Florist** in Beavercreek, OH shows off his larger than life Valentine's Day decorations. Beavercreek Florist has been an FTD Member since 2002. (4) Kathy Magato and Sue Clark of **The House of Flowers** in Versailles, OH proudly stand in front of their Valentine's Day display. The House of Flowers has been an FTD Member for 10 years. (5) Sue Dailey, Tina Mathewson and Linda Howell of **Family Florist** in Lima, OH showcase their pride in FTD by hanging the FTD Valentine's Day Bouquet shop poster. Family Florist has been an FTD Member for 22 years. (6) Employees of **Plaza Flowers** in Doniphan, MO spend Valentine's Day making arrangements for walk-in customers and wire orders. Plaza Flowers has been an FTD Member since 1975.

FLORIDA FLORIST ENJOYS THE LIMELIGHT

BLOSSOMS ON MONROE IN TALLAHASSEE, FL was voted "Best Florist" in the January/February issue of *Tallahassee* magazine.

"It gives first time customers a sense of comfort to see all the awards in our shop," said owner Jessica Parker.

Blossoms on Monroe's has received this prestigious award for five consecutive years. The FTD Florist was also a finalist in the "Best Places to Shop" category.

Blossoms on Monroe has been an FTD Member since 2001.



Tori Collins, Jessica Parker, Charly Andrews, Hattie Poliuto, Melanie Garnett, Donald Sink and Lisa Metcalf of Blossoms on Monroe celebrates their recognition as Best Florist

MEMBER HIGHLIGHTS



(1) FTD Field Business Consultant Jackie Harrell (center) and FTD Regional Vice President John Hurdresent (left) Roger Villere of **Villere's Florist and Greenhouse** with a check to help rebuild his shop after Hurricane Katrina. Villere's Florist has been an FTD Member since 1973. (2) FTD Regional Vice President Jim Weedon (center) praises Sandy and Stella of **Skips Florist** in Toms River, NJ for their many FTD plaques. Skips Florist has been an FTD Member since 1950. (3) John and Helen Hsiu-Hua Kao of **Helen's Florist and Garden Center** of Whitehouse Station, NJ receive their FTD 25th anniversary plaque from FTD Regional Vice President Jim Weedon (left). (4) Owners of **Lena's Flowers and Things** in Mt. Vernon, IL are proud of their new delivery van. Lena's Flowers and Things has been an FTD Member for 10 years.

FLORIDA FLORIST MERGES TWO LOCATIONS INTO ONE

SHIRLEY SIERRA OF **FLOWERS BY SHIRLEY** IN St. Augustine, FL recently relocated her two retail locations into one location inside a mall.

Shirley said she made the move to improve quality control and increase visibility.

"I've seen an increase in the amount of walk-in business since we moved to the mall. It has also made it easier to work with all employees under the same roof," said Shirley.

Flowers by Shirley has been an FTD Member for 25 years.



Wendell Revis (left), Shirley Sierra and Barry Revis (right) of **Flowers by Shirley** proudly stand in front of their new shop.



Employees of **Flowers by Shirley** get ready for last-minute shoppers on Valentine's Day.



WEST VIRGINIA FLORIST ACKNOWLEDGED FOR HISTORY

GENE SPURLOCK OF **SPURLOCK'S FLOWERS** in Huntington, WV recently received media attention for the success of his 60-year-old business. The *Herald-Dispatch* featured Spurlock's Flowers on the front page of a special section in the local newspaper.

Establishing Spurlock's Flowers was not an easy task. Gene said he began his own business as a florist because he couldn't find work during the tough times in the 1940s. He ran the business out of his basement with only coolers and flowers. He

didn't have a truck to deliver the flowers or even a phone to take orders. But after a few rough patches, the business picked up and has been steady ever since.

Gene recalls his first FTD delivery as tedious. He dropped the arrangements off at a train station, which were then picked up and delivered to the recipient by a man on horse.

Spurlock's Flowers has been an FTD Member since 1948.



Gene Spurlock proudly stands in front of his 60-year-old business.

FAMILY MAKES CAREER CHANGE TO START UP SHOP

BEFORE OPENING **GREEN ARBOR FLORIST** IN Rochester, NY a year and a half ago, neither Michelle Currie, Toni Jermyn or Kelly Montanez had previous experience in the floral industry. Sisters Michelle and Kelly and mother Toni quit their jobs in the healthcare field to start the business.

With the help of a friend and a few floral design classes, the women found themselves owning and operating a successful business. The community quickly took notice of their accomplishments.

A local newspaper featured an article on the Green Arbor Florist, which focused on the fact that it was both a women and family owned business.

"The response has been overwhelming," said Michelle. "We couldn't have paid for better advertising."

Green Arbor Florist has been an FTD Member since 2004.



Toni Jermyn of Green Arbor Florist organizes a display in the shop.



Green Arbor Florist offers a variety of flowers, plants, candles and gifts.



VALENTINE'S DAY

success stories

FTD participated in a Valentine's Day media tour that aired on February 6 and featured The FTD® Exclusive Build-a-Bear and the 18 long stem red roses in Marquis® by Waterford vase. Those products were featured in the following television markets:

- Alexandria, LA
- Eugene, OR
- Greenville, MS
- Idaho Falls, ID
- Jackson, MS
- LaCrosse, WI
- Lubbock, TX
- Milwaukee, WI
- Montgomery, AL
- Nashville, TN
- Paducah, KY
- Parkersburg, WV
- Reno, NV
- Topeka, KS
- Tri-Cities, VA
- Tucson, AZ
- Wichita, KS
- Youngstown, OH



FTD kicked off Valentine's Day by ringing the bell at the New York Stock Exchange. Pictured from left to right: FTD Field Business Consultant Roger Cohen, head of the New York Stock Exchange, FTD Team Member Health Mielke, FTD CEO Michael Soenen, FTD Field Business Consultant Al McCann, FTD Regional Vice President Jim Weedon and Field Business Consultant Andrew Himmelstein.



FTD CEO Michael Soenen and WLIT FM radio disc jockey Melissa Forman (left) congratulate the winning mother and her daughter at the radio station.

FTD provided flowers for a Chicago radio station's Valentine's Day promotion. The radio station accepted applications from men and women in the Chicagoland area about why their mom deserved to receive Chicago's largest bouquet. With the help of FTD Member **CityScents** in Chicago, IL, FTD presented one lucky mother with a gigantic floral bouquet the week before Valentine's Day.



"We experienced a 15% sales increase with the help of FTD and our direct mail program. We bought the white FTD bear on clearance for \$4.50 and we gave it free to anyone who placed their Valentine's Day delivery by February 9."

— Rick Canale of **Exotic Flowers** in Boston, MA

"[A customer] gave me a really great idea a few years ago. He called in for Valentine's Day to order for his wife, when I gave him suggestions such as a dozen roses, chocolates, balloons, stuffed animals and so on he said 'she has such a big heart she deserves it all!' At that moment the 'MakeScents Big Heart Valentine's Day Special' was born! It includes one dozen roses in a vase, a small plush animal, a small box of chocolates and 3 Mylar balloons. We sell it for \$99.99 and we can't keep up with how many we sell! I always ask the customer 'How big is your heart?' Then I tell them about the special and they love the idea of getting it all for under \$100. It sells so well we have made it a year-round special."

— Tammie Thomas of **MakeScents Floral Design** in Boyd, TX



"One of our best practices was filling both our coolers in the store front with arrangements Sunday evening and then again Monday night. Valentine's Day is the one holiday that generates a lot of walk in traffic, especially in the afternoon... This year seemed to go much smoother and we were finished earlier by a couple of hours; even though our sales doubled from the year before. Another best practice was promoting our Freedom roses, 'the new longer lasting red rose.' We didn't mark up any higher, although they cost us more. You can tend to price yourself right out of sales. Better not to make as much and sell a lot more. We also displayed all codified containers and had orders ready made as shown in posters for sale. We gave a free small box of chocolate with all dozen rose arrangements."

— Jim & Rosemary Greene of **Rosemary's Florist & Gifts** in Kingston, TN



"In addition to our usual radio spots, this year we worked with local media to attract local romantics to our store on Valentine's Day. Prior to the big day, a series of segments were taped on location at our store. A few of these segments featured our store owner and the beautiful roses we carry. And when the local paper contacted us with questions about our Valentine's Day business, we were quick to oblige. And it worked!! Posno Flower's customers were very responsive to the publicity we received, and we think that our 10 minutes of fame contributed to our Valentine's Day success."

— Bill Posno of **Posno Flower Service** in London, Ontario



"Our special for Valentine's Day was our delivery men in t-shirts reading 'Real Men Deliver Flowers.' It created an overwhelming response from people all over town. It even attracted our local newspaper, which resulted in a front page feature."

— Debbie Judge of **Mike's Blooms** in Albia, IA

"We had a great Valentine's Day! We recently relocated and we were able to double our quantity due to the visibility of the new location. Last year we moved 1,600 roses and this year we sold 2,500. And this is only our third year in business. I did learn that curly willow at Valentine's Day intertwines into everything from balloons to other arrangements."

— Michelle Graham of **Tecumseh Flowers and Gifts** in Tecumseh, OK



"Over the past five years we have seen a dramatic change in the purchase of colored roses. Five years ago our percent of colored to red was 20% to 80%. This year our colored to red was a perfect 50/50 split. The biggest reason for the change in buying patterns, I think is customer education. Our company runs specials on colored roses all year long and we try to promote a variety of colors instead of the traditional red rose... Florists need to create displays that show a wall of color to drive interest into the minds of male shoppers on Valentine's Day. Florists also need to teach their customers that it is okay to go home with colored roses and that sometimes change is good!"

— Jonathan Morrissey of **Rich Mar Florist** in Allentown, PA

The FTD Newsletter is sent to approximately 20,000 FTD Members across the United States and Canada. If you have feedback, a letter to the editor, or have a story and photos you'd like to share, please send it to the editor of The FTD Newsletter at prdept@ftdi.com or FTD Newsletter, 3113 Woodcreek Drive, Downers Grove, IL 60515. We look forward to hearing from you!



CASHING IN ON CORSAGES

By FTD Design Instructor Jeff Corbin AIFD, AAF, PFCI



SPRING EVENTS, SUCH AS Easter, Mother's Day and proms, are prime opportunities to capitalize on corsage business. However, many florists shy away from this potential market. Viewed as time-consuming for little money, corsages should be reassessed and respected for their profitability; practice and planning will reward you generously.

PRICING

Understanding how to correctly price body flowers will be the first step towards expanding this market. We have to dispel the misnomer that corsages cannot be expensive because they are physically a small item (the same misgivings as believing sweetheart roses should cost significantly less than standard roses because they are "so tiny"). Think of a corsage like a legal document—you aren't paying \$500.00 because the document is printed on expensive paper; you are paying for the time of research (labor) and expertise (knowledge) of its preparation. A corsage doesn't become a corsage without our labor, knowledge and product. If the legal example does not grab you, then think about this: A dozen roses can be arranged in the same time it takes to make a corsage. The bottom line for pricing is to understand pricing is a formula, not a guessing game, and labor is a large portion of the corsage formula.

This entire newsletter could be dedicated to costing; however, for simplicity, we are keeping it brief and allowing you to download an easy-to-use form at www.ftdi.com/education/.

TECHNIQUES

Embracing new design techniques and mechanics will save construction time. Your store does not have to be solely a "wire-and-tape" or a "No-glue? No-do" shop. For all you hardcore traditionalists, realize gluing is not a fad—it is a mechanical alternative. For all you gluers, realize wiring and taping is not antiquated — it is still serving many purposes efficiently. Moderation is the key to success. Tape and wire can easily be used to assemble the main flowers in a corsage while glue can be used to add products that have delicate stems. Learning to incorporate both techniques will expand your corsage offerings to customers and shrink labor costs to your business.

Many people have attempted using glue and put it away after their first failed episode. Practice strengthens design talents as well as helps you learn which glue is best for your needs. Multiple manufacturers make a variety of hot and cold adhesives.

FLOWERS & ACCENTS

Do not be afraid of giving your body flowers a face lift. Carnations, roses and baby's breath are great flowers but do not let their familiarity overshadow fresh looks offered by miniature cymbidiums,

alstroemeria, muscari, dendrobium, belles of Ireland and delphinium to name a few. Our industry is now blessed with a more unique product selection than during any other time in our history. Use it!

Non-floral accents can help people of all ages enjoy wearing corsages again. In addition the novelty of these products allows florists to command higher prices for body flowers. For example, sheer ribbon is more elegant than traditional satin. Baubles, beads and decorative wires add the "bling" our society now craves. Decorative wristlet forms compliment jewelry and clothing and accent lights help make designs exclusive. Magnets provide a way of wearing flowers on fine clothes and hats without damaging fabric.

The mix of unique flowers and non-floral accents will give your shop a reputation of offering one-of-a-kind designs while the labor saving techniques of glue will not bog down precious design time during major rushes. Two of the main reasons florist have lost corsage sales are lack of creativity and poor mechanics. We now have the ability to conquer both of these challenges with minimal effort.

PACKAGING

The design is not complete until it has been properly packaged. While clear plastic containers are less expensive than cardboard, will they reflect your hard work or look like a last-minute pick-up from a mass merchandiser? More importantly, how will you label the container so the recipient knows your store is responsible for such quality work? Imprinted cardboard boxes cost more on the front end; but pay for themselves with the presentation. Like a classical gift, the recipient has the element of surprise and excitement of opening a closed container instead of already viewing the flowers as with the case of plastic boxes. Whichever container you use, be sure to soften the bottom with waxed or cellophane shred and tie the box with a nice ribbon.

The box, shred and ribbon are all additional costs; however, their expense can be calculated into the price of the product and recovered. More importantly, the presentation these frills provide create the magic of the gift and is what drives those recipients to your business for future sales.

Remember, today's corsage can be tomorrow's wedding!



A simple cluster of silk leaves can be taped onto a chenille stem to form the basis of a frame.



Decorative wire is coiled and inserted through the leaves. The base of the wire is taped with the chenille stem and wire of the leaves — this will provide a light-weight yet ample stem to the corsage for pinning to a garment. In this case, the top of the wire was pulled upward and sealed with two craft beads.



Miniature cymbidiums are glued onto the coil of wire. Additional pieces of saxicola are inserted to add balance and fullness. The corsage is completed with a few decorative beads and wires added for visual interest.



This corsage was created with no wire. Silk foliage was glued directly onto a wristlet form, placement of the sheer ribbon followed and blossoms were placed onto the leaves and ribbon. The final step was securing the decorative pins to add glitz. Flowers include a Blue Bird Rose, a Miniature Cymbidium blossom, Delphinium florets, belles of Ireland florets, statice and stock blossoms.



Stems of saxicola are glued onto the leaves and through coil of wire extending the visual line of the corsage.



This base of this design is the same as shown in the pictures above. Protea petals, thistle, statice, spray roses and seeded eucalyptus create a lightweight pin-on corsage perfect for Easter or Mother's Day. The thistles were wired/taped and then glued into the design. The designer used wire to prevent the material from wilting while being worn.



BE GOLD. SEND FTD.

ENTICE CUSTOMERS WITH FTD'S NEW 2006 FALL & WINTER COLLECTION

GET READY TO PRODUCE INCREDIBLE SALES THIS fall and winter with new codified products. Your customers will find these new products irresistible with their festive designs and unique containers.

SPREAD THE WORD ABOUT THESE INCREDIBLE PRODUCTS WITH 2006 FALL/WINTER STUFFERS!

Slip them into your billing statements, attach them to each outgoing order or keep a stack on your counter to spark impulse sales. You can even mix and match to cash in on big quantity price breaks. Call Market-place at 1-800-767-4000, press 1, then 3 and then 3 again. Your very own Imprint Specialist will guide you through the process.



The FTD® Grandparents' Day Bouquet – G1



The FTD® Bosses' Day Bouquet – B1



The FTD® Sweetest Day Bouquet – SW1



The FTD® Halloween Bouquet – H1



The FTD® Thanksgiving Centerpiece – T1



The FTD® Fall Harvest™ Bouquet – T2



The FTD® Giving Thanks™ Bouquet – T3



The FTD® Bountiful™ Planter – T4



The FTD® Christmas Centerpiece – C1



The FTD® Christmas Cheer™ Bouquet – C2



The Laura Ashley® Bouquet presented by FTD® – C3



The FTD® Holiday Traditions™ Bouquet – C4



The FTD Season's Greetings™ Bouquet – C5



The FTD® Holiday Delights™ Bouquet – C6



The FTD® Holiday Elegance™ Bouquet – C7



The FTD® Holiday Rose Bouquet – C8



The FTD® Holiday Peace™ Bouquet – C9



The FTD® Holiday Tulip Bouquet – C10