



FTD

THE FLOWER EXPERTS™



FALL/WINTER 2010

BUYER'S GUIDE

FALL FASCINATION

THE FTD® YOU'RE SPECIAL™ BOUQUET - F1

These eye-catching colors are perfect for fall. Sensational flared glass vase makes arranging a breeze. A great option for all autumn occasions. Vase (6" dia. x 6"h), design grid, care card and FTD logo pic included. Shipping begins July 2010.

September Codification Deadline: July 20, 2010

The Fall Collection will launch on FTD.com in August.

\$83.88 ctn. of 12 (\$6.99 ea.)

2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)

JN 1015

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Peach 40 cm Roses	4	6	9
Rust Asiatic Lily stems	2	3	4
Leatherleaf stems	2	2	2
Seeded Eucalyptus stems	½	1	1
Salal stems	½	1	1
SRPS	\$39.99	\$49.99	\$59.99
Delivered SRPS	\$49.99	\$59.99	\$69.99



F1 STANDARD
DELIVERED SRP \$49.99
 13"H x 11"W
 three-sided arrangement





F6 STANDARD THE FTD® BOUNTIFUL™ ROSE BOUQUET
 Delivered SRP \$39.99
 8"H x 8"W
 all-around arrangement



H1 STANDARD THE FTD® BOO-QUET®
 Delivered SRP \$44.99
 8"H x 8"W
 three-sided arrangement

BOUNTY OF BEAUTY

THE FTD® BOUNTIFUL™ BOUQUET - F2
 THE FTD® BOUNTIFUL™ ROSE BOUQUET - F6
 THE FTD® BOO-QUET® - H1

Keepsake ceramic pumpkin is a harvest favorite, especially for autumn occasions such as Halloween and Thanksgiving. You will automatically be codified for F2 and F6, but you must also purchase Halloween pics to codify for H1. Pumpkin (4 1/4" dia. opening x 6"oh), lid pic, care card and FTD logo pic included. Shipping begins July 2010.

September Codification Deadline: July 20, 2010
The Fall Collection will launch on FTD.com in August.

\$65.88 ctn. of 12 (\$5.49 ea.)
2 PLUS: \$53.88 ctn. of 12 (\$4.49 ea.)
JN 1018

Halloween Pics
 Ceramic. 12 each of 2 styles. 3"W x 2"H.
 \$16.50 ctn. of 24 (\$0.70 ea.)
JN 101820

F2 & H1 FLORAL RECIPES	STANDARD	DELUXE	PREMIUM
Orange 40 cm Roses	2	3	6
Orange Asiatic Lily stems	1	2	2
Orange Alstroemeria stems	1	2	3
Red Spray Rose stems	1	2	2
Seeded Eucalyptus stems	1/2	1/2	1
Red Glycerized Oak Leaf stems	1	1	1
Floral Foam blocks	1/2	1/2	1/2
Halloween Pics (H1 only)	2	2	2
F2 SRPS	\$29.99	\$39.99	\$49.99
F2 Delivered SRPS	\$39.99	\$49.99	\$59.99
H1 SRPS	\$34.99	\$44.99	\$54.99
H1 Delivered SRPS	\$44.99	\$54.99	\$64.99

F6 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 40 cm Roses	5	8	12
Orange Spray Rose stems	2	3	5
Seeded Eucalyptus stems	1/2	1	1
Floral Foam blocks	1/2	1/2	1/2
SRPS	\$29.99	\$39.99	\$49.99
Delivered SRPS	\$39.99	\$49.99	\$59.99



F2 STANDARD
 DELIVERED SRP \$39.99
 8"H x 8"W
 three-sided arrangement

THE FTD®
 BOUNTIFUL™ BOUQUET



GRACEFUL GATHERINGS

THE FTD® AUTUMN SPLENDOR® CENTERPIECE - **F3**
 THE FTD® FALL HARVEST™ CENTERPIECE - **F7**

Sleek hand-stained wooden planter adds a modern touch to our rich, harvest centerpieces. Planter (9" w x 6" d x 4 1/2" h), hard PVC liner, care card and FTD logo pic included. Must purchase planter and required accessory sets (sold separately below) to codify for F3 and F7. Shipping begins July 2010.

September Codification Deadline: July 20, 2010

The Fall Collection will launch on FTD.com in August.

\$71.88 ctn. of 12 (\$5.99 ea.)

2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)

JN 1019

F3 ACCESSORY SET

Enough ribbon and candles to make 12 centerpieces.

\$24.00 ctn. of 12 (\$2.00 ea. set)

JN 101920

F7 ACCESSORY SET

Enough ribbon, berry pics, lotus pods and candles to make 12 centerpieces.

\$66.00 ctn. of 12 (\$5.50 ea. set)

JN 101921

F3 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 40 cm Roses	3	5	7
Red Spray Rose stems	2	3	4
Orange Alstroemeria stems	2	2	3
Rust Asiatic Lily stems	1	2	2
Leatherleaf stems	2	2	2
Seeded Eucalyptus stems	1	1	2
Sienna Taper Candles	2	2	2
Flocked Ribbon	1	1	1
Floral Foam blocks	2/3	2/3	2/3
SRPS	\$44.99	\$54.99	\$64.99
Delivered SRPS	\$54.99	\$64.99	\$74.99

F7 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
White 40 cm Roses	3	6	9
Bells of Ireland stems	3	4	5
Leatherleaf stems	2	2	2
Variiegated Pittosporum stems	1	2	3
Seeded Eucalyptus stems	1	1	2
Lotus Pods	3	3	3
Berry Pics	2	2	2
Green Taper Candles	2	2	2
Fall Harvest Ribbon	1	1	1
Floral Foam blocks	2/3	2/3	2/3
SRPS	\$49.99	\$59.99	\$69.99
Delivered SRPS	\$59.99	\$69.99	\$79.99



F7 STANDARD
DELIVERED SRP \$59.99
 8"H x 14"W
 all-around arrangement



F3 STANDARD
DELIVERED SRP \$54.99
 9"H x 15"W
 all-around arrangement



AUTUMN FIRE

THE FTD® GIVING THANKS™ BOUQUET - F4

Fiery-hued flowers, including orange roses and both rust and orange Asiatic lilies, dazzle the eye in a clear sculpted glass vase that sets off this arrangement to perfection. Vase (5½" w X 3¾" d X 9½" h), care card and FTD logo pic included. Vase is also featured in C8, you will automatically be codified for both arrangements. Shipping begins July 2010.

September Codification Deadline: July 20, 2010

The Fall Collection will launch on FTD.com in August.

\$83.88 ctn. of 12 (\$6.99 ea.)

2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)

JN 1020

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Orange 40 cm Roses	5	7	9
Red Hypericum Berry stems	3	4	5
Rust Asiatic Lily stems	2	3	4
Orange Asiatic Lily stems	2	2	3
Israeli Ruscus stems	3	3	4
SRPS	\$59.99	\$69.99	\$89.99
Delivered SRPS	\$69.99	\$79.99	\$99.99



F4 STANDARD
 DELIVERED SRP \$69.99
 17"H x 12"W
 three-sided arrangement





RESPLENDENT ROSES

THE BETTER HOMES AND GARDENS SUNSHINE RICHES™ BOUQUET PRESENTED BY FTD® - F5

Exclusively for Better Homes and Gardens. Roses in three different rich autumn shades are brought together in a footed glass vase to offer a dazzling celebration of harvest beauty. Vase (4 1/4" dia. opening x 9"h), care card and FTD logo pic included. Shipping begins July 2010.

September Codification Deadline: July 20, 2010

The Fall Collection will launch on FTD.com in August.

\$95.88 ctn. of 12 (\$7.99 ea.)

2 PLUS: \$83.88 ctn. of 12 (\$6.99 ea.)

JN 1036

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Safari Sunset Leucadendron stems	4	6	7
Red 40 cm Roses	3	4	6
Orange 40 cm Roses	3	4	6
Peach 40 cm Roses	3	4	6
Red Hypericum Berry stems	3	5	6
Variegated Pittosporum stems	2	2	2
SRPS	\$59.99	\$74.99	\$89.99
Delivered SRPS	\$69.99	\$84.99	\$99.99



F5 STANDARD
DELIVERED SRP \$69.99
 16"H x 10"W
 three-sided arrangement





BRILLIANCE IN BLOOM

THE BETTER HOMES AND GARDENS
SILVER TIDINGS™ BOUQUET
PRESENTED BY FTD® - C1

Exclusively for Better Homes and Gardens. Shining ceramic metallic vase adds festive elegance to this arrangement bursting with traditional holiday charms. Red roses, holly and greens are topped by a festive red cardinal and bow. Vase (5" w x 6 1/2" h), accessory set (enough cardinals, pinecones, branches and ribbon to make 12 bouquets), care card and FTD logo pic included. Shipping begins September 2010.

September Codification Deadline: July 20, 2010

\$101.88 ctn. of 12 (vase \$5.99 - accessory set \$2.50 ea.)

2 PLUS: \$89.88 ctn. of 12 (vase \$4.99 - accessory set \$2.50 ea.)

JN 1021

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 40 cm Roses	4	6	10
Assorted Christmas Greens	x	x	x
Variegated Holly	x	x	x
Salal stems	1	1	2
Iced Branches	5	5	5
Silver Pinecone Pics	3	3	3
Cardinals	1	3	3
Red Ribbon	1	1	1
SRPS	\$39.99	\$49.99	\$59.99
Delivered SRPS	\$49.99	\$59.99	\$69.99



C1 STANDARD
DELIVERED SRP \$49.99
16"H x 12"W
three-sided arrangement





MERRY & MEMORABLE

THE FTD® HOLIDAY CHEER™ BOUQUET - C2

In a red and gold ceramic drum, this joyful bouquet of lovely red roses, red spray roses, white cushion poms and Christmas greens will make holiday hearts beat faster. The drum will be cherished for many years to come. Drum (5" dia. x 5"h), accessory set (enough drum pics and ribbon to make 12 bouquets), care card and FTD logo pic included. Shipping begins September 2010.

September Codification Deadline: July 20, 2010

\$83.88 ctn. of 12 (drum \$5.99 - accessory set \$1.00 ea.)

2 PLUS: \$71.88 ctn. of 12 (drum \$4.99 - accessory set \$1.00 ea.)

JN 1022

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 40 cm Roses	3	6	8
Red Spray Rose stems	1	2	4
White Cushion Pompon stems	1	2	3
Assorted Christmas Greens	x	x	x
Drum Pics	1	1	1
Gold-Edged Red Ribbon	1	1	1
Floral Foam blocks	1/3	1/3	1/3
SRPS	\$29.99	\$39.99	\$49.99
Delivered SRPS	\$39.99	\$49.99	\$59.99



C2 STANDARD
DELIVERED SRP \$39.99
 12"H x 8"W
 three-sided arrangement





HOLIDAY STAR

THE FTD® HOLIDAY CELEBRATIONS® CENTERPIECE - C3

Beautifully festive and topped by a golden star tree topper, this dazzling combination of red roses, variegated holly and Christmas greens shines bright with holiday spirit. The tree topper will be used for years to come! Metal star (6" dia. x 8½"oh), design tray, accessory set (enough glass balls and ribbon to make 12 centerpieces), care card and FTD logo pic included. Shipping begins September 2010.

September Codification Deadline: July 20, 2010

\$94.08 ctn. of 12 (star set \$6.49 - accessory set \$1.35 ea.)

2 PLUS: \$82.08 ctn. of 12 (star set \$5.49 - accessory set \$1.35 ea.)

JN 1023

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 40 cm Roses	5	9	12
Red Spray Rose stems	3	4	5
Assorted Christmas Greens	x	x	x
Variegated Holly	x	x	x
Salal stems (painted gold)	1	1	1
Shiny Red 50mm Glass Balls	3	3	3
Gold-Edged Red Ribbon	1	1	1
Floral Foam blocks	2/3	2/3	2/3
SRPS	\$44.99	\$54.99	\$64.99
Delivered SRPS	\$54.99	\$64.99	\$74.99



C3 STANDARD
DELIVERED SRP \$54.99
 8"H x 12"W
 all-around arrangement





DASHING DISPLAY

THE FTD® SEASON'S GREETINGS™ BOUQUET - C4

Our ceramic sleigh is adorned with a delicate gold and holly pattern. It is loaded with beauty and joy and will be cherished as a holiday keepsake. Red roses and white cushion poms shine among Christmas greens and festive holly. Sleigh (9"w x 6"d; 5" x 3½"d design area), accessory set (enough glass balls and ribbon to make 12 bouquets), care card and FTD logo pic included. Shipping begins September 2010.

September Codification Deadline: July 20, 2010

\$113.88 ctn. of 12 (sleigh \$7.99 - accessory set \$1.50 ea.)

2 PLUS: \$101.88 ctn. of 12 (sleigh \$6.99 - accessory set \$1.50 ea.)

JN 1024

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 40 cm Roses	3	6	9
Red Spray Rose stems	1	2	3
White Cushion Pompon stems	1	2	3
Assorted Christmas Greens	x	x	x
Variegated Holly	x	x	x
Assorted 30mm Glass Balls	6	6	6
Red Ribbon	1	1	1
Floral Foam blocks	2/3	2/3	2/3
SRPS	\$39.99	\$49.99	\$59.99
Delivered SRPS	\$49.99	\$59.99	\$69.99



C4 STANDARD
DELIVERED SRP \$49.99
 10"H x 9"W
 all-around arrangement



ALL THAT GLITTERS



C10 STANDARD
DELIVERED SRP \$49.99
 10"H x 10"W
 all-around arrangement



THE FTD® HOLIDAY TRADITIONS™ CENTERPIECE- C5 THE FTD® HOLIDAY ELEGANCE™ BOUQUET - C10

Utterly elegant gold ceramic vase provides a shining platform for our magnificent holiday arrangements. Vase (5½" dia. opening x 6"h), care card and FTD logo pic included. Also includes enough apples, pinecones, ribbon and candles to make nine C5 centerpieces and enough pinecones and cording to make three C10 centerpieces. You will automatically be codified for both arrangements. Shipping begins September 2010.

September Codification Deadline: July 20, 2010

\$111.78 ctn. of 12
 (vase \$5.99 - C5 set \$4.10 ea. - C10 set \$1.00 ea.)

2 PLUS: \$99.78 ctn. of 12
 (vase \$4.99 - C5 set \$4.10 ea. - C10 set \$1.00 ea.)

JN 1025

C5 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 40 cm Roses	3	6	9
Red Spray Rose stems	1	2	3
Assorted Christmas Greens	x	x	x
Variegated Holly	x	x	x
Red Taper Candles	3	3	3
Gold Pinecone Pics	3	3	3
Apples	2	2	2
Gold-Edged Burgundy Wired Ribbon	1	1	1
Floral Foam blocks	⅓	⅓	⅓
SRPS	\$39.99	\$49.99	\$59.99
Delivered SRPS	\$49.99	\$59.99	\$69.99

C10 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
White 40 cm Roses	5	7	10
White Cushion Pompon stems	2	3	4
White Asiatic Lily stems	1	2	3
Assorted Christmas Greens	x	x	x
Myrtle stems (painted gold)	1	1	1
Gold Pinecone Pics	2	2	2
Gold Cording	1	1	1
SRPS	\$39.99	\$49.99	\$62.99
Delivered SRPS	\$49.99	\$59.99	\$72.99



C5 STANDARD
DELIVERED SRP \$49.99
 9"H x 10"W
 all-around arrangement



WINTER WONDERLAND

THE BETTER HOMES AND GARDENS HOLIDAY ROSE BOUQUET PRESENTED BY FTD® - C6

Exclusively for Better Homes and Gardens. All manner of festive greens make gorgeous red roses shine all the brighter. Clear glass footed cylinder vase is the ideal vessel for a bouquet brimming with holiday beauty. Vase (5½" dia. opening x 10"h), care card and FTD logo pic included. Accessory set includes enough pinecones and ribbon to make 12 bouquets. Shipping begins September 2010.

September Codification Deadline: July 20, 2010

\$98.28 ctn. of 12 (vase \$6.99 - accessory set \$1.20 ea.)

2 PLUS: \$86.28 ctn. of 12 (vase \$5.99 - accessory set \$1.20 ea.)

JN 1026

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 40 cm Roses	6	12	18
Baby Blue Eucalyptus stems	3	3	3
Assorted Christmas Greens	x	x	x
Variegated Holly	x	x	x
Silver Pinecone Pics	3	3	3
Red Flocked Ribbon (yds.)	1	1	1
SRPS	\$49.99	\$59.99	\$69.99
Delivered SRPS	\$59.99	\$69.99	\$79.99



**Better
Homes
and Gardens**
FLOWERS by FTD®

C6 STANDARD
DELIVERED SRP \$59.99
22"H x 14"W
three-sided arrangement



LET IT GLOW

THE FTD® SEASON OF JOY™ CENTERPIECE - C7

Holiday hues of red and green gain a new, modern perspective in a sleek hand-stained wooden planter. Roses and carnations nestling among Christmas greens and seeded eucalyptus glow in the light of two taper candles. Planter (9" w x 6" d x 4 1/2" h), accessory set, hard PVC liner, care card and FTD logo pic included. Must purchase both the planter and accessory set (sold below) to codify for C7. Planter also featured in F3 and F7. Multiple uses extend the selling season! Shipping begins September 2010.

September Codification Deadline: July 20, 2010

\$71.88 ctn. of 12 (\$5.99 ea.)

2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)

JN 1019C

C7 ACCESSORY SET

Enough ribbon, glass balls and candles to make 12 centerpieces

\$32.40 ctn. of 12 (\$2.70 ea. set)

JN 102720

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 40 cm Roses	3	6	10
Burgundy Mini Carnation stems	3	4	6
Seeded Eucalyptus stems	1	2	2
Assorted Christmas Greens	x	x	x
Matte Gold 30mm Glass Balls	4	4	4
Matte Gold 50mm Glass Balls	2	2	2
Red Taper Candles	2	2	2
Gold-Edged Red Ribbon	1	1	1
Floral Foam blocks	2/3	2/3	2/3
SRPS	\$39.99	\$49.99	\$59.99
Delivered SRPS	\$49.99	\$59.99	\$69.99



C7 STANDARD

DELIVERED SRP \$49.99
9"H x 14"W
all-around arrangement



BRIGHT WISHES

THE FTD® HOLIDAY WISHES™ BOUQUET - C8

A clear, sculpted glass vase is the ideal vessel for this stunning arrangement starring white Oriental lilies and crimson roses against a rich backdrop of Christmas greens and variegated holly. Vase (5½"w x 3¾"d x 9½"h), care card and FTD logo pic included. Also featured as F4, you will automatically be codified for both arrangements. Multiple uses extend the selling season! Shipping begins September 2010.

September Codification Deadline: July 20, 2010

\$83.88 ctn. of 12 (\$6.99 ea.)

2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)

JN 1020C

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 40 cm Roses	6	9	12
White Oriental Lily stems	2	3	4
Assorted Christmas Greens	x	x	x
Variegated Holly	x	x	x
SRPS	\$49.99	\$62.99	\$74.99
Delivered SRPS	\$59.99	\$72.99	\$84.99



C8 STANDARD
DELIVERED SRP \$59.99
 16"H x 12"W
 three-sided arrangement





FESTIVE ELEGANCE

THE FTD® GLAD TIDINGS™ BOUQUET - C9

The tall cylindrical vase with gold band is a reflection of modern elegance suitable for any occasion, all year-round. It's a dazzling way to express your customers' glowing sentiments during the holiday season or on special occasions such as anniversaries. When purchasing this item you will also be codified for PIC (everyday version, see pages MP34-MP35). Vase (3½" dia. x 7"h), care card and FTD logo pic included. Immediate shipping available.

September Codification Deadline: July 20, 2010

\$83.88 ctn. of 12 (\$6.99 ea.)

2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)

JN 1040

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 40 cm Roses	6	9	12
Red Spray Rose stems	2	3	4
Burgundy Mini Carnation stems	2	3	4
Assorted Christmas Greens	x	x	x
Variegated Holly	x	x	x
SRPS	\$39.99	\$49.99	\$59.99
Delivered SRPS	\$49.99	\$59.99	\$69.99



SEE THE
EVERYDAY
VERSION!
MP34-MP35

C9 STANDARD
DELIVERED SRP \$49.99
16"H x 12"W
three-sided arrangement





C12
DELIVERED SRP \$49.99
 6" plant



SPIRITED PRESENTS

THE FTD® HOLIDAY SURPRISE™ BOUQUET - C11

An exuberant gift for the holidays. The bouquet is nestled in a shiny red ceramic vase and tied with festive ribbon. Vase (4" w x 3" d x 6" h), ribbon, hard PVC liner, care card and FTD logo pic included. Shipping begins September 2010.

September Codification Deadline: July 20, 2010

\$74.28 ctn. of 12 (\$6.19 ea. set)

2 PLUS: \$62.28 ctn. of 12 (\$5.19 ea. set)

JN 0922

C11 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red Spray Rose stems	2	4	6
White Cushion Pompon stems	2	4	6
White Alstroemeria stems	1	2	3
Red Mini Carnation stems	1	2	3
Assorted Christmas Greens	x	x	x
Candy Canes	3	3	3
Candy Cane Striped Ribbon (yds.)	2	2	2
Floral Foam blocks	1/3	1/3	1/3
SRPS	\$29.99	\$39.99	\$49.99
Delivered SRPS	\$39.99	\$49.99	\$59.99

THE FTD® POINSETTIA PLANTER - C12

Candy cane striped ceramic planter is the perfect complement to the all-time holiday favorite - the precious poinsettia. It's just not Christmas without it! Planter (8 3/4" dia. x 7" opening x 5 1/2" h), care card and FTD logo pic included. Shipping begins September 2010.

September Codification Deadline: July 20, 2010

\$89.88 ctn. of 12 (\$7.49 ea.)

2 PLUS: \$77.88 ctn. of 12 (\$6.49 ea.)

JN 0928

C12 FLORAL RECIPE	
Red 6" Poinsettia plant	1
SRPS	\$39.99
Delivered SRPS	\$49.99



Ribbon included with 0922



C11 STANDARD
DELIVERED SRP \$39.99
 11"H x 9"W
 all-around arrangement



FALL COMBO PACK FROM FTD®



The FTD® You're Special™ Bouquet (F1)



The FTD® Bountiful™ Bouquet (F2)

JN 1028

Includes 6 pieces each (24 pieces total) **\$179.99** • Codification Deadline July 20, 2010 • Shipping begins July 2010

CHRISTMAS COMBO PACK FROM FTD®



The Better Homes and Gardens Silver Tidings™ Bouquet Presented by FTD® (C1)



The Better Homes and Gardens Holiday Rose Bouquet Presented by FTD® (C6)

JN 1029

Includes 6 pieces each (30 pieces total) **\$265.99** • Codification Deadline July 20, 2010 • Shipping begins September 2010



The FTD® Giving Thanks™ Bouquet (F4)



The Better Homes and Gardens Sunshine Riches™ Bouquet Presented by FTD® (F5)



The FTD® Holiday Celebrations® Centerpiece (C3)



The FTD® Season's Greetings™ Bouquet (C4)



The FTD® Holiday Cheer™ Bouquet (C2)





RADIANT REGARDS

THE FTD® PICK-ME-UP® BOUQUET - PIC

Bright roses and colorful gerbera daisies sparkle with wishes of hope and good cheer in our tall glass vase accented with gold. The vase adds a touch of elegance to everyday bouquets or special occasion arrangements. Vase (3½" dia. x 7"h), care card and FTD logo pic included. Immediate shipping available. This bouquet will be on FTD.com starting in June.

September Codification Deadline: July 20, 2010

\$83.88 ctn. of 12 (\$6.99 ea.)

2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)

JN 1040

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Assorted Bright 40 cm Roses	6	9	12
Assorted Gerbera Daisy stems	3	5	7
Solidago stems	1	2	3
Israeli Ruscus stems	2	2	2
Leatherleaf stems	2	2	2
SRPS	\$39.99	\$49.99	\$59.99
Delivered SRPS	\$49.99	\$59.99	\$69.99

Pick-Me-Up® is a registered trademark of Dillon Floral Corporation used by FTD under license.



SEE THE
**HOLIDAY
VERSION!**
MP28-MP29

PIC STANDARD
DELIVERED SRP \$49.99
16"H x 11"W
three-sided arrangement





CAPTIVATING COLOR

THE FTD® SO IN LOVE™ BOUQUET - SIL

A clear handcrafted oval vase that features a design of simple, yet stunning elegance and oval handcut accents. This is a romantic gift suitable for use all year-round, no matter what the occasion. Vase (8" w x 3 1/2" d x 8" h), care card and FTD logo pic included. Immediate shipping available. This bouquet will be on FTD.com starting in June.

September Codification Deadline: July 20, 2010

\$95.88 ctn. of 12 (\$7.99 ea.)

2 PLUS: \$83.88 ctn. of 12 (\$6.99 ea.)

JN 1005

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Iris stems	7	10	13
Red 40 cm Roses	6	9	12
Israeli Ruscus stems	3	3	3
Variiegated Pittosporum stems	1	1	1
SRPS	\$49.99	\$59.99	\$69.99
Delivered SRPS	\$59.99	\$69.99	\$79.99



SIL STANDARD
DELIVERED SRP \$59.99
 17"H x 15"W
 all-around arrangement



GARDEN FRESH BEAUTY

**Better
Homes
and Gardens**
FLOWERS by FTD®



BRIGHTEN THEIR DAY

THE BETTER HOMES AND GARDENS SUNBURST™ BOUQUET PRESENTED BY FTD® - SNB

Exclusively for Better Homes and Gardens. This green glass vase features a reverse conical shape and an eye-catching handblown teardrop in its clear base. 6" w x 3 1/4" d x 6" h.

\$71.88 ctn. of 12 (\$5.99 ea.)
2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)
JN 1006
\$44.99 DELIVERED SRP

THE BETTER HOMES AND GARDENS PERFECT ROSE™ BOUQUET PRESENTED BY FTD® - PER

Exclusively for Better Homes and Gardens. Subtle styling makes this pink glass vase a memorable keepsake. Features an elegantly tapered design and a clear base with a handblown teardrop. 6" w x 3 1/4" d x 6" h.

\$71.88 ctn. of 12 (\$5.99 ea.)
2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)
JN 1009
\$44.99 DELIVERED SRP

THE FTD® GO GREEN™ BOUQUET - ECO

Classic green tint is an indication that the vase is made of genuine handmade recycled glass. 4 1/2" dia. opening x 5" h.

\$59.88 ctn. of 12 (\$4.99 ea.)
2 PLUS: \$47.88 ctn. of 12 (\$3.99 ea.)
JN 0865
\$39.99 DELIVERED SRP

THE FTD® BIRTHDAY BOUQUET - BDY

This green ceramic cube is sure to become a customer favorite. Includes "Happy Birthday" tag and striped ribbon. 4" sq. x 4" h.

\$70.08 ctn. of 12 (vase \$4.99 - accessory set \$0.85 ea.)
2 PLUS: \$58.08 ctn. of 12 (vase \$3.99 - accessory set \$0.85 ea.)
JN 0995
\$39.99 DELIVERED SRP



FOR VERY SPECIAL OCCASIONS

EXPRESSIONS OF LOVE



THE FTD® SIMPLE ELEGANCE™ BOUQUET - ELE

Elegant clear glass vase with silver band is simply gorgeous and suitable for any special occasion. 3¼" dia. opening x 7"h.

\$83.88 ctn. of 12 (\$6.99 ea.)

2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)

JN 0955

\$64.99 DELIVERED SRP

THE FTD® PURE REFLECTIONS™ BOUQUET - PUR

Clear glass vase with gold band is elegant, modern and suitable for use all year long. 4¼" dia. opening x 4"h.

\$71.88 ctn. of 12 (\$5.99 ea.)

2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)

JN 0975

\$49.99 DELIVERED SRP

THE FTD® ANNIVERSARY BOUQUET - ANV

Lustrous handcut glass vase. 4" dia. x 7"h.

\$83.88 ctn. of 12 (\$6.99 ea.)

2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)

JN 0854

\$59.99 DELIVERED SRP

THE FTD® LOVE AND ROMANCE™ BOUQUET - LOV

Contemporary ceramic vase makes a perfect romantic keepsake. 4¼" dia. x 4"h.

\$59.88 ctn. of 12 (\$4.99 ea.)

2 PLUS: \$47.88 ctn. of 12 (\$3.99 ea.)

JN 0872

\$46.99 DELIVERED SRP



FOR THAT SPECIAL SOMEONE



THE FTD® COMPLETE HAPPINESS™ BOUQUET - HAP

Olive green glass vase is a perfect base for this uplifting bouquet. 3 3/4" dia. opening x 6"h.

\$77.88 ctn. of 12 (\$6.49 ea.)
2 PLUS: \$65.88 ctn. of 12 (\$5.49 ea.)
JN 0950
\$42.99 DELIVERED SRP



THE FTD® THANK YOU BOUQUET - TYN

Cute ceramic "Thank You" vase is irresistible. 4" dia. opening x 6"h.

\$65.88 ctn. of 12 (\$5.49 ea.)
2 PLUS: \$53.88 ctn. of 12 (\$4.49 ea.)
JN 0940
\$39.99 DELIVERED SRP



THE FTD® BIG HUG® BOUQUET - BH

Ceramic vase with adorable 6"h plush bear. 3 3/8" dia. opening x 6 7/8"h.

\$65.88 ctn. of 12 (\$5.49 ea.)
2 PLUS: \$53.88 ctn. of 12 (\$4.49 ea.)
JN 0677
\$39.99 DELIVERED SRP



THE FTD® BECAUSE YOU'RE SPECIAL™ BOUQUET - BYS

Green translucent glass vase with elegant beads. 4" dia. opening x 5 1/4"h.

\$71.88 ctn. of 12 (\$5.99 ea.)
2 PLUS: \$59.88 ctn. of 12 (\$4.99 ea.)
JN 0851
\$42.99 DELIVERED SRP



THE FTD® CELEBRATION BOUQUET - CEL

Modern shape and fun patterns make this ceramic vase a standout. 4" dia. opening x 4"h.

\$65.88 ctn. of 12 (\$5.49 ea.)
2 PLUS: \$53.88 ctn. of 12 (\$4.49 ea.)
JN 0972
\$44.99 DELIVERED SRP

EVERYDAY

WELCOME NEW BABIES



THE FTD® SWEET DREAMS® BOUQUET GIRL - SWG BOY - SWB

Ceramic vases with baby footprints. 4 1/2" dia. x 4"h.

\$59.88 ctn. of 12 (\$4.99 ea.)
2 PLUS: \$47.88 ctn. of 12 (\$3.99 ea.)
JN 0871 - GIRL JN 0870 - BOY
\$39.99 DELIVERED SRP

THINKING OF YOU



THE FTD® THINKING OF YOU™ BOUQUET - THU

Richly colored purple glass vase is a terrific shape for floral design. Design grid included. 5½" dia. opening x 6"h.

\$83.88 ctn. of 12 (\$6.99 ea.)
2 PLUS: \$71.88 ctn. of 12 (\$5.99 ea.)
JN 0909
\$49.99 DELIVERED SRP



THE FTD® FAITHFUL BLESSINGS™ BOUQUET - FB

White ceramic vase emblazoned with a metallic-look cross. 3¼" sq. opening x 6⅞"h.

\$65.88 ctn. of 12 (\$5.49 ea.)
2 PLUS: \$53.88 ctn. of 12 (\$4.49 ea.)
JN 0650
\$59.99 DELIVERED SRP



THE FTD® COMFORT PLANTER - CP

Ceramic planter with "Comfort" satin ribbon. 7" dia. x 6"h.

\$89.88 ctn. of 12 (\$7.49 ea.)
2 PLUS: \$77.88 ctn. of 12 (\$6.49 ea.)
JN 0685
\$42.99 DELIVERED SRP

ADD A LITTLE SOMETHING EXTRA



THE FTD® GODIVA CHOCOLATE GIFT - GDV

Let your customers indulge themselves and others with Godiva's® Chocolate Gift Box. This delectable 8-pc. assortment features milk, dark and white chocolate on the outside with indulgent fillings on the inside. To guard against melting, chocolates ship weather permitting. Net wt. 3.4 oz. Kosher.

\$240.00 ctn. of 24 (\$10.00 ea.)
2 PLUS: \$216.00 ctn. of 24 (\$9.00 ea.)
JN GODIVA
\$17.99 SRP



AS FEATURED IN RGD



EVERYDAY COMBO PACKS FROM FTD®

EVERYDAY COMBO PACK #1 - JN 0998
\$149.99 ~ 6 of each



The FTD® Birthday Bouquet (BDY)



The FTD® Big Hug® Bouquet (BH)



The FTD® Faithful Blessings™ Bouquet (FB)



The FTD® Anniversary Bouquet (ANV)

EVERYDAY COMBO PACK #2 - JN 0999
\$169.99 ~ 6 of each



The FTD® Because You're Special™ Bouquet (BYS)



The FTD® Thinking of You™ Bouquet (THU)



The FTD® Simple Elegance™ Bouquet (ELE)



The FTD® Comfort Planter (CP)

BABY COMBO PACK - JN 0873
\$65.88 ~ 6 of each



The FTD® Sweet Dreams® Bouquet—Boy (SWB)



The FTD® Sweet Dreams® Bouquet—Girl (SWG)

EXCLUSIVE FTD 100 YEAR ANNIVERSARY COLLECTIBLES

BE A PART OF HISTORY!

Show your FTD pride when you display the black and gold Mercury Man logo commemorating the monumental centennial celebration.

Supplies are limited, so order your exclusive collectibles today!



BLACK ESSENTIAL TOTE
600 denier polyester. Large main compartment with small fabric pockets and a left side pocket.



"OPEN" NEON SIGN
Make sure your customers know that you are open for business from up to 160 feet away.



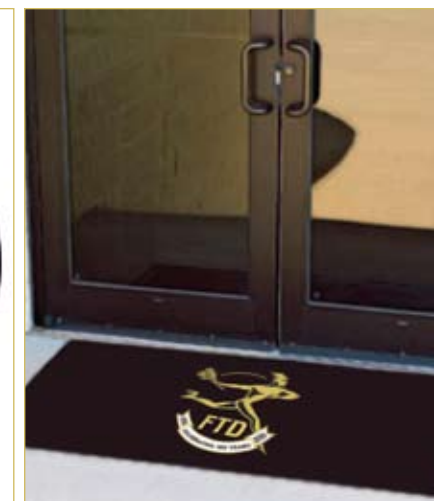
BLACK MENS' & LADIES' TWILL SHIRT
4.5 oz. 55/45 poly/cotton shirt with back box pleat and adjustable cuff. Available in long and short sleeve.



BLACK 30" BIB APRON
7 oz. 65/35 poly/cotton with two lower pockets. Adjustable neck strap. One size fits most.



CLOCK
This 16" round clock is a perfect addition to your design area or showroom.



FLOOR MAT
Mat is constructed of closed-cell PVC sponge and is ideal for the entryway in your shop.



11" BLACK STATIC CLING DECAL
Displaying the FTD logo in your storefront lets customers know you are a quality flower expert.



BANNER
2' x 3' vinyl banner is perfect for interior or exterior use.



CALL YOUR FTD MARKETPLACE REPRESENTATIVE AT 1-800-767-4000 FOR DETAILS AND PRICING.

3-STEP EASY ORDER AND CONFIRMATION PROCESS

- 1 call 1-800-767-4000 or order online at www.ftdi.com/membermarketing/imprint**
- 2 RECEIVE CONFIRMATION**
1-2 business days by fax
3-5 business days by mail
Rush Orders will not be confirmed unless custom pricing or custom offers are requested.
- 3 AS A REMINDER...CONFIRMATION PROCESS:**
You will receive a confirmation of quantity ordered and your imprint/logo by fax within 1-2 business days of your order (3-5 business days by mail). Please sign and send the confirmation back within 7 BUSINESS DAYS (or date indicated on confirmation). If you do not sign and return your confirmation by the date indicated, your order will be released to our print department. FTD will not be held responsible for any typographical or quantity errors resulting from your confirmation not being signed and returned. **CANCELLATION POLICY:** If an imprinted order must be cancelled, it **MUST** be cancelled on or before the date indicated on your confirmation. FTD will **NOT** issue credit for your imprint order if not cancelled on or before date indicated.

ORDERING IS EASY

- Decide what you want your Shop Imprint to say. You get a maximum of 5 lines; 50 characters per line (including spaces).
- Have your "My Shop" logo art ready.
- Let us know if you have a Custom Order such as Custom Prices for Everyday Stuffers.
- If you have a Custom Offer for postcards, please have it ready when you call.

ARRIVAL TIME & RUSH ORDERS

Standard processing is 4-6 weeks (plus shipping time) for imprinted items and 3-5 working days (plus shipping time) for blank items. Rush orders are available if you desire your products sooner than normal. A \$30 rush fee will apply and shipping will be charged at the actual freight rate. Rush orders are subject to individual item shipping schedules and cannot be confirmed in writing. Next-day delivery is not available.



(Cover, Folded Size: 8 1/2" x 10 7/8")



(Open Size: 8 1/2" x 21 3/4")

Our 2011 wall calendar design bursts into bloom with arrangements from the FTD Floral Selections Guide and places your business name and contact information right at their fingertips.

2011 WALL CALENDAR

MARKETING TIPS:

- Display them on your counter in the display easel
- Use them as giveaways at your holiday promotional events
- Mail them as holiday thank you's to enhance your relationships with VIP customers
- Distribute them to corporate lobbies, local businesses, church groups, hospitals, bridal shows and other high-traffic areas to gain wide exposure for your business
- Available in French



FREE display easel with your initial 2011 wall calendar order

The prominent and professional way to present your 2011 wall calendars and business card magnets. Additional easels available.

\$12.45 ctn. of 5 (\$2.49 ea.)

(Display Easel Size: 8 5/8" x 10 7/8")

2011 DATE BOOK

MARKETING TIPS:

- Use them as giveaways at your holiday open house
- Use as an incentive with your local customers
- Share with clients and members of local businesses
- Perfectly sized to fit in a purse

2011 DATE BOOK PRICES (PER PIECE)

QUANTITY	IMPRINT	BLANK
100-300	\$0.69	\$0.64
400-900	\$0.64	\$0.59
1,000-4,900	\$0.59	\$0.54
5,000 & UP	\$0.54	\$0.49

NOTE: Shipping begins 09/07/10. Minimum order size is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities.



(Open Size: 8" x 6 1/2")

(Cover, Folded Size: 4" x 6 1/2")



2011 WALL CALENDAR PRICES (PER PIECE)

QUANTITY	IMPRINT	BLANK
100-300	\$0.99	\$0.94
400-900	\$0.94	\$0.89
1,000-4,900	\$0.89	\$0.84
5,000 & UP	\$0.84	\$0.79

NOTE: Shipping begins 09/07/10. Minimum order size is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities. French wall calendars will be charged at the Canadian exchange rate.

2011 WALL CALENDAR ENVELOPE PRICES (PER PIECE)

QUANTITY	IMPRINT	BLANK
100	\$0.20	\$0.15
200 & UP	\$0.18	\$0.14

NOTE: Shipping begins 09/07/10. Minimum order size is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet minimum order quantities.



FALL/WINTER HOLIDAY STATEMENT STUFFERS

MARKETING TIPS:

- Attach one to each outgoing order and enjoy increased sales
- Slip them into your billing statements—they're the perfect size
- Keep a stack on your counter to spark impulse sales



MIX 'N MATCH
fall/winter
stuffers to cash in
on big quantity
price breaks!

C1 (Size: 3 3/8" x 5 3/8")



FALL/WINTER HOLIDAY STUFFER PRICES (PER 100)

QUANTITY	CUSTOM OR FTD PRICES & IMPRINT	IMPRINT	BLANK
500-900	\$10.99	\$8.99	\$6.99
1,000-4,900	\$8.99	\$5.99	\$4.99
5,000 & UP	\$6.99	\$4.99	\$3.99

NOTE: Minimum order size for fall/winter holiday stuffers is 500. Mix and match all fall/winter holiday stuffers in increments of 100 to meet minimum. Custom, FTD prices, imprint and blank orders must separately meet minimum order quantities.

2010 FALL/WINTER HOLIDAY STUFFER SRPS

ITEM	FTD SRPS*	WRITE YOUR CUSTOM PRICE BELOW
FALL (F1)	\$39.99	
FALL (F2)	\$29.99	
FALL (F6)	\$29.99	
FALL (F3)	\$44.99	
FALL (F7)	\$49.99	
FALL (F4)	\$59.99	
FALL (F5)	\$59.99	
CHRISTMAS (C1)	\$39.99	
CHRISTMAS (C2)	\$29.99	
CHRISTMAS (C3)	\$44.99	
CHRISTMAS (C4)	\$39.99	
CHRISTMAS (C5)	\$39.99	
CHRISTMAS (C10)	\$39.99	
CHRISTMAS (C6)	\$49.99	
CHRISTMAS (C7)	\$39.99	
CHRISTMAS (C8)	\$49.99	

NOTE: *FTD suggested retail prices are in U.S. dollars. Fall/Winter holiday stuffers begin shipping July 12, 2010.



EVERYDAY STATEMENT STUFFERS

MARKETING TIPS:

- Slip them in with customer billing statements
- Attach two or three to outgoing orders
- Leave a bunch on the counter for impulse sales

SAVE 50%! EVERYDAY STUFFER PRICES (PER 100)

QUANTITY	CUSTOM OR FTD PRICES & IMPRINT	IMPRINT	BLANK
500-900	\$10.99 \$5.50	\$8.99 \$4.50	\$6.99 \$3.50
1,000-4,900	\$8.99 \$4.50	\$5.99 \$3.50	\$4.99 \$2.50
5,000 & UP	\$6.99 \$3.50	\$4.99 \$2.50	\$3.99 \$2.00

NOTE: Minimum order size is 500. Orders must be in increments of 100. Mix and match everyday stuffers in increments of 100 to meet minimum. Custom, FTD prices, imprint and blank orders must separately meet minimum order quantities.

EVERYDAY STUFFER SRPS

ITEM	FTD SRPS*	WRITE YOUR CUSTOM PRICES BELOW
Go Green™	\$32.99	
Anniversary	\$52.99	
Congratulations	\$32.99	
I'm Sorry	\$32.99	
Because You're Special™	\$35.99	
Always and Forever™	\$42.99	
Prince™ & Princess™	\$32.99	
Thinking of You™	\$32.99	
Birthday	\$37.99	
Happy Birthday	\$29.99	
Thank You	\$32.99	
Pick-Me-Up®	\$39.99	
FTD Sunburst®	\$32.99	
Bouquet-in-a-Bag	\$29.99	
Big Hug®	\$32.99	
Comfort	\$35.99	

NOTE: *FTD suggested retail prices are in U.S. dollars.

MIX 'N MATCH

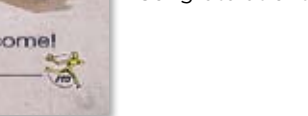
everyday stuffers to cash in on big quantity price breaks!



Anniversary



Congratulations



Baby Gift Bear

EVERYDAY STUFFER SRPS

ITEM	FTD SRPS*	WRITE YOUR CUSTOM PRICES BELOW
Faithful Blessings™	\$52.99	
Home Sweet Home	\$42.99	
Live, Love, Laugh™	\$32.99	
Baby Gift Bear	\$32.99	
Birthday Party® Planter	\$34.99	
Inspiration Bouquet	\$32.99	
Congratulations	\$35.99	
Corporate Bud Vases	\$32.99	
Thanks	\$32.99	
Sweet Dreams®	\$32.99	
Anniversary	\$62.99	
Chicken Soup for the Soul™	\$32.99	
Thinking of You™	\$39.99	
Rose		
Any Occasion		
WebGifts®		

SAVE 50%
ON ALL EVERYDAY STUFFERS

HURRY! SALE ENDS 08/31/10



Go Green™



Anniversary



Birthday



Bouquet-in-a-Bag



Because You're Special™



Congratulations



Big Hug®



Thinking of You™



Home Sweet Home



Happy Birthday



Pick-Me-Up®



FTD® Sunburst®



Webgifts®



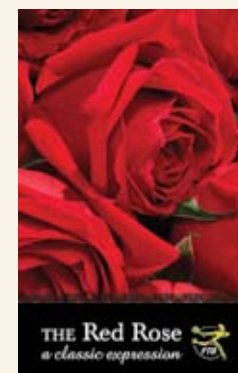
Faithful Blessings™



Comfort



Any Occasion



Rose



I'm Sorry



Live, Love, Laugh™



Prince™ & Princess™



Thank You

Let us help you market product that you have on your shop shelves



POSTCARDS

MARKETING TIPS:

- As holidays, special events, customer anniversaries and birthdays approach, shoot out a quick reminder
- Avoid long lead times — order a supply of postcards ahead of time and launch instant promotions
- Enjoy customized and flexible marketing at a super low price

Be in control of your own promotions with our automatic direct mail service. It's quick, easy and super affordable. Each sheet is designed with four perforated postcards. Just print them on your own printer, separate them and send! Use them with FTD Advantage or FTD Mercury Marketing add-on module for personalized direct mail marketing pieces that are virtually effortless.

4-UP LASER PRINTED POSTCARD PRICES (PER SHEET)

QUANTITY	PRICE
100 SHEETS (400 CARDS)	\$0.19 \$0.095
200 SHEETS (800 CARDS)	\$0.17 \$0.085
500 SHEETS (2,000 CARDS)	\$0.15 \$0.075
1,000 SHEETS (4,000 CARDS)	\$0.14 \$0.07
2,000 SHEETS (8,000 CARDS)	\$0.12 \$0.06

NOTE: Minimum order size is 100 sheets. Orders must be in increments of 100. All designs must separately meet minimum order quantities.

4-UP BLANK POSTCARD STOCK PRICES (PER SHEET)

QUANTITY	PRICE
200 SHEETS (800 CARDS)	\$0.10 \$0.05
500 SHEETS (2,000 CARDS)	\$0.08 \$0.04
1,000 SHEETS (4,000 CARDS)	\$0.07 \$0.035
2,000 SHEETS (8,000 CARDS)	\$0.06 \$0.03

NOTE: Minimum order size is 200 sheets. Orders must be in increments of 100.



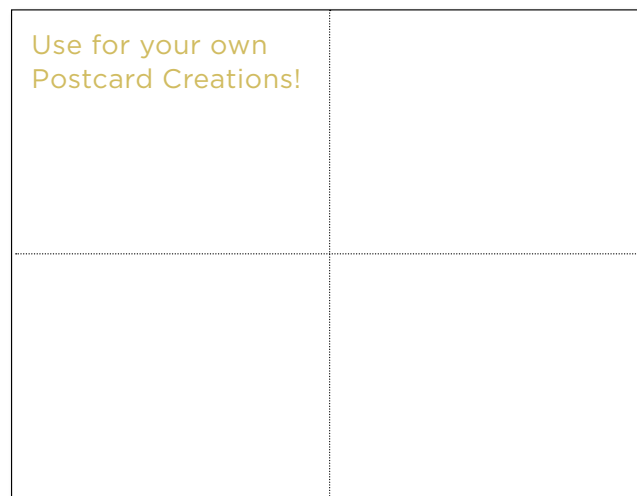
SAVE 50%
ON EVERYDAY & 4-UP LASER POSTCARDS
SALE ENDS 08/31/10

Any Occasion printed front (Size: 8 1/2" x 11" sheet)



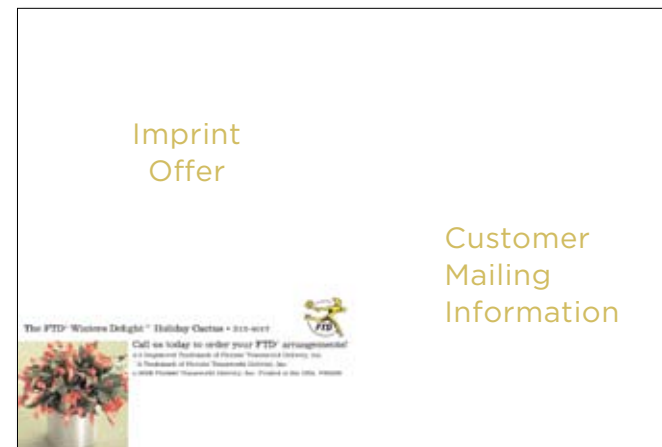
Mom printed front (Size: 8 1/2" x 11" sheet)

Blank Stock printed front (Size: 8 1/2" x 11" sheet)



DO YOU FIND YOURSELF TOO BUSY TO PROMOTE YOUR BUSINESS?
LET US HANDLE EVERYTHING!

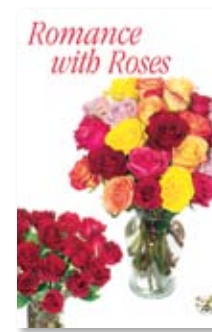
IT'S AS EASY AS 1-2-3!



Automatic direct mail service postcard (Size: 6" x 4")

1. Just give us your mailing list and logo
2. We'll add your logo, special offer and indicia
3. We'll take care of the postage and mailing... and send your sales soaring!

NOTE: FTD will not sell your mailing list to any other company; it will be used for your postcard mailing only.



Romance with Roses (Size: 6" x 4")



Summer Splendor (Size: 6" x 4")



Happy Birthday (Size: 6" x 4")



Holiday (Size: 6" x 4")



Extraordinary (Size: 6" x 4")



Roses (Size: 6" x 4 1/4")



Celebrate (Size: 6" x 4 1/4")



Thank You (Size: 6" x 4 1/4")

NOTE: custom mailing not available

CUSTOM MAILING POSTCARDS

MARKETING TIPS:

- Use them to say "thanks" or "happy birthday" to loyal customers, vendors and colleagues
- Stack them on your counter for quick pickup

CUSTOM MAILING

ONLY **44¢** U.S. EACH
\$118 ONE-TIME SETUP FEE

What could be easier?
Just keep our colorful postcards on hand, send them out periodically and watch everyday sales soar.

EVERYDAY POSTCARD PRICES (PER 100)

QUANTITY	CUSTOM OFFER & IMPRINT	IMPRINT	BLANK
200-400	\$12.99 \$6.49	\$9.99 \$4.99	\$7.99 \$3.99
500-900	\$10.49 \$5.25	\$8.99 \$4.49	\$6.49 \$3.25
1,000-4,900	\$8.19 \$4.09	\$6.99 \$3.49	\$5.49 \$2.75
5,000 & UP	\$7.19 \$3.59	\$6.09 \$3.05	\$4.99 \$2.49

NOTE: Minimum order size is 200, except for custom mailing postcards which have a minimum of 500. Custom mailing, custom offer & imprint, imprint only and blank orders must separately meet minimum order quantities. Mix and match everyday postcards in increments of 100 to meet minimum. Custom Mailing: customer's mailing address, custom offer space available, preprinted postal indicia and shop imprint. Custom Offer: space available is 6 lines of copy, 40 characters per line. Preprinted postal indicia and shop imprint also available. Imprint Only: imprint appears on back of postcard. Blank: no imprint.

THE BRIDE'S GUIDE

MARKETING TIPS:

- Include one in your bride-to-be informational packet after your personal consultation
- Watch the local paper for engagement announcements and mail one to each bride-to-be along with a personal note
- Leave them in local bridal shops to create cross-marketing success
- Sprinkle them at local and regional bridal expos

THE BRIDE'S GUIDE PRICES (PER PIECE)

QUANTITY	IMPRINT	BLANK
100-400	\$0.69	\$0.44
500-900	\$0.59	\$0.34
1,000-4,900	\$0.49	\$0.24
5,000 & UP	\$0.39	\$0.14

NOTE: Minimum order is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities. Imprint appears on front cover.

THE BRIDE'S GUIDE ENVELOPE PRICES (PER PIECE)

QUANTITY	IMPRINT	BLANK
100-400	\$0.27	\$0.10
500-900	\$0.17	\$0.10
1,000-4,900	\$0.15	\$0.10
5,000 & UP	\$0.12	\$0.10

NOTE: Minimum order is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities.

VIEW ALL 20 PAGES OF THE BRIDE'S GUIDE www.ftdi.com

The wedding market is huge, but like any relationship, it has to be romanced. How? Leave it up to us. Our one-of-a-kind guide is filled with everything couples need to consider, from bridal and attendant bouquets to arrangements for the ceremony and reception. The bride-to-be will especially appreciate the planner for keeping track of all her selections. Win over the bride and groom on their special day and your relationship will last a lifetime!



(Cover, Folded Size: 5 3/8" x 8 1/2")
(Open Size: 10 3/4" x 8 1/2")

These handy floral magnets will give your customers a reason to visit or call your shop every time they open their refrigerator or filing cabinet.



Yellow Roses Business Card Magnets (Size: 3 1/2" x 2")



WebGifts*



Ruler Magnet (Size: 6 1/2" x 1 1/2" sheet)



Coupon Magnet (Size: 3 1/2" x 5 1/2" sheet)

COUPON MAGNET FEATURES:

- Available with your shop imprint or logo
- Customize up to 4 coupons with your special offers
- 3 lines per offer and 40 characters per line (including spaces)
- Each coupon is 1 3/4" x 1 1/2"

MAGNETS

MARKETING TIPS:

- Attach to outgoing orders
- Give one to each walk-in customer
- Stock your booth at home shows & bridal fairs
- Pass them out at any personal appearances, parties or neighborhood street fairs
- Give them to sales reps from newspapers, radio & TV stations
- Include in packets you give to brides, prom attendees, corporate clients
- Belong to a business or merchant association? Bring a handful along to meetings and create instant business

BUSINESS CARD MAGNET (PER PIECE)

QUANTITY	PRICE
300 - 400	\$0.26
500 - 900	\$0.24
1,000 - 4,900	\$0.22
5,000 & UP	\$0.21

NOTE: Minimum order size for each Business Card Magnet is 300. Orders must be in increments of 100. Blank Business Card Magnets are not available.

COUPON MAGNET (PER PIECE)

QUANTITY	PRICE
300 - 400	\$0.40
500 - 900	\$0.38
1,000 - 4,900	\$0.35
5,000 & UP	\$0.33

NOTE: Minimum order size is 300. Orders must be in increments of 100. Blank Coupon Magnets are not available.

RULER MAGNET (PER PIECE)

QUANTITY	PRICE
500 - 900	\$0.28
1,000 - 4,900	\$0.24
5,000 & UP	\$0.22

NOTE: Minimum order size is 500. Orders must be in increments of 100. Blank Ruler Magnets are not available.

FTD® WEBGIFTS®

WEBGIFTS® MEAN EASY MONEY:

- Add FTD WebGifts products to your website.
- Promote that you are in the gift business. We offer personalized magnets and stuffers that are available at www.ftdi.com/membermarketing/imprint.
- Close the sale and send the orders to 90-0233AA for fulfillment. The vendor will ship the product directly to the gift recipient, displaying your shop's information.

EXCELLENT BENEFITS:

- Earn normal sending commission on every order
- Sending rebates on every order
- Sell online or in your shop
- Quality brand names your customers will recognize, such as Build-A-Bear®, Eli's®, Starbucks®, Mrs. Fields® and much more
- Easy ordering via Mercury

JOIN FTD® WEBGIFTS® TODAY!

CALL 1-800-767-4000, EXT. 6889
OR EMAIL WEBGIFTS@FTDI.COM



FTD® MARKETPLACE™ ORDERING DETAILS & BENEFITS

TO ORDER OR FOR MORE INFORMATION
CALL 1-800-767-4000 ~ VISIT WWW.FTDI.COM

EXTENDED ORDERING HOURS: We understand how busy you are, so we keep our sales and customer service call centers open Monday through Friday 8:00 am to 5:00 pm CST. For added convenience, you may fax or send your order through your Mercury terminal 24 hours a day.

Fax: 1-630-719-4861

Mercury 90-0233AA

Email: marketplacesales@ftdi.com

Website: www.ftdi.com

SHIPPING: In-stock everyday merchandise is shipped within 3 business days of the date the order is placed. Holiday merchandise begins shipping approximately 2 months prior to the holiday. Products are shipped from various locations, so your order may arrive in more than one shipment. To help you manage your FTD deliveries, an FTD Order Confirmation is transmitted to your shop via Mercury at the time of order. A packing list is affixed to the first carton of each shipment. FTD is charged by FedEx for each carton shipped. The FedEx charge is based on the weight of the carton and not the value of the carton. Therefore, we charge a minimum per carton to cover the FedEx charges.

CONTINENTAL US: FTD charges a shipping and handling fee of 20% of the value of each carton with a minimum of \$5.95 per carton. Please allow 7-10 business days for delivery once product has shipped.

CANADA: FTD charges a shipping and handling fee of 20% of the value of each carton with a minimum of \$8.95 per carton. Please allow 14-17 business days for delivery once product has shipped.

ALASKA, HAWAII AND PUERTO RICO: FTD charges a shipping and handling fee of 22% of the value of each carton with a minimum of 5 cartons per order. Please allow a minimum of 4 weeks for delivery once product has shipped.

ALL OTHER DESTINATIONS: Delivery times and pricing will be quoted on a per order basis.

RUSH DELIVERY: If you need to receive your product within a short time frame, we are happy to send your order via next day or 2nd day air at your request. You will be charged the cost of air freight.

EXTENDED PAYMENT TERMS: All members in good standing have the option of distributing payments in three equal installments over a 90-day period (orders must total \$150 or more). Finance charges apply. Extended payments on all products, including holiday products begin the month the product is shipped. Sorry, extended payment terms are not available for fresh flower purchases.

DEFERRED BILLING: Billing for holiday codified purchases will appear on your Clearinghouse Statement the month prior to the holiday.

RETURNS: Prior to returning merchandise, you must call an FTD Marketplace Customer Service Representative at 1-800-767-4000 (option 2) for approval. Full cases of merchandise in their original cartons may be returned within 30 days of receipt of product (does not apply to apparel, gourmet or shop supplies). Holiday product must be returned prior to the holiday; no returns will be accepted afterward. A restocking fee of 35% of the value for each carton with a minimum of \$20 per carton will apply. Return of merchandise is the responsibility of the purchasing member. Contacting a representative is very important to ensure you will be properly credited for returned product. If product is refused at time of delivery, there is no guarantee that you will be credited.

DAMAGED MERCHANDISE: If you receive damaged merchandise, contact an FTD Marketplace Customer Service Representative immediately. Damage claims must be made within 24 hours of receipt of product. Please inspect all products upon receipt.

NON-DELIVERED MERCHANDISE: In the event your products have not been delivered, contact an FTD Marketplace Customer Service Representative at 1-800-767-400 (option 2) and they will initiate a trace.

EXCEPTIONAL BENEFITS WITH FTD® MARKETPLACE

BRAND RECOGNITION : When you display the FTD logo and FTD products, you are affiliating your business with one of the most recognized and respected brand identities in the world! Customers worldwide identify the FTD logo with quality and excellence in floral design.

NATIONAL ADVERTISING SUPPORT: When you purchase our branded, codified products, you benefit from a dynamic national advertising campaign. FTD advertising will make billions of impressions on potential customers through consumer magazines and on the Internet. FTD members are also offered free ad slicks and radio scripts to use in their local areas.

LOCAL ADVERTISING SUPPORT : Create your own direct mail campaigns with professionally designed calendars, statement stuffers, magnets and more that can be inexpensively customized with your shop imprint/logo. See pages MP48-MP57.

ONE-STOP SHOPPING : FTD Marketplace offers you the widest variety of competitively priced floral products available through a single source, and our branded products are available exclusively to FTD members. You can order glassware, baskets, fresh flowers, imprint materials and more by calling 1-800-767-4000. We also offer you powerful business technology. Discover how our Mercury Technology systems can help your business grow. For more information, call Technology Sales at 1-800-767-3222.

24/7/365 SHOPPING: Visit www.ftdi.com and shop in the comfort of your home or office!

PERSONAL ATTENTION : Our helpful and knowledgeable Marketplace Representatives are eager to satisfy your ordering needs. Whatever the product, whatever the quantity, they will make ordering as quick and simple as possible so that you can get back to meeting the demands of your customers. Our Customer Service Representatives are available to answer any questions you may have regarding shipments or any other after-order inquiries.

Beginning 02/10/09, retailers are required to feature warning labels in catalogs and website pages from which consumers can directly purchase toys and games that have choking hazard labels or include latex balloons. A couple of examples are noted below.

WARNING: CHOKING HAZARD Children under 8 years can choke or suffocate on uninflated or broken balloons. Adult supervision required. Keep uninflated balloons from children. Discard broken balloons at once.

WARNING CHOKING HAZARD: Small parts not for children under 3 years.





Guaranteed Customer Satisfaction

Chrysal stands for top quality products that ensure the optimum flowering and longevity of plants and flowers. Our complete product line meets and exceeds the needs of flowers seamlessly in every stage of their life cycle.

For more on Chrysal Products turn to page 52-53 of the 2010 One Stop Shop!



Become a fan of Chrysal Floral Nutrients on facebook! Follow us on twitter.com/Chrysalcares www.chrysal.com



WALD IMPORTS

BAG WRAPS
WATERPROOF FLORAL GIFT BAGS

Item #4740/5P/HP PLAID Item #4740/5P/GRN DOTS

SEASONAL
SPRING/SUMMER | FALL | HOLIDAY

Item #3725/5P

FLORAL BASICS

Item #0030/8B

NOVELTIES
FLORAL & GIFT BASKET

Item #0699 Item #0678

BIO POTS

Item #BP306/RED, BP306/TERRA, BP306/CHOC, & BP306/BGRN

METALS

Item #3845/D4

Call 1-800-767-4000 for pricing and to place your order!

Diamond Star IS A PREFERRED SUPPLIER FOR THE FTD® LUXURY COLLECTION



The FTD® Love Rushes In™ Bouquet
XX-4381

BUBBLE BOWLS
JN S84806C/JN S84808C



SQUARE CUBES
JN S08804C/JN S84817C

WIGGLE VASES
JN S64049/JN S64048C

TAPERED RECTANGLE VASE
JN S64121



SLANT OPTICAL VASES
JN S64137/JN S64136

TAPERED OVAL VASES
JN S64003/JN S64004

CONTEMPORARY VASES
JN S64293/JN S64010

SNUG-EASE DELIVERY BOXES

The easiest and safest way to transport flowers, prevent spills and deliver bouquets in style!



Snug-Ease III

FTD® BRANDED SNUG-EASE



Snug-Ease II



Snug-Ease I



WHITE, MINT GREEN, NATURAL KRAFT



PINK

Snug-Ease securely holds floral arrangements in vases during transportation and adds great visual appeal to any flower arrangement.

CALL 1-800-767-4000 FOR PRICING AND TO PLACE YOUR ORDER.



STOCK UP ON EVERYDAY GLASSWARE

CALL 1-800-767-4000 FOR PRICING



JN GL-0000002-12 7" Flared Vase
 JN GL-0000014-18 6" Bubble Bowl
 JN GL-0000200-12 8³/₄" Aleman Vase
 JN GL-0000318-06 8" Candle Holder
 JN GL-0000317-06 6" Candle Holder



JN GL-0001531-24 8" Hourglass Vase
 JN GL-0001532-06 7" Hourglass Vase
 JN GL-0001315-09 10" Europa Vase
 JN GL-0001314-24 8" Europa Vase
 JN GL-0001539-12 8³/₄" Bud Vase Assortment



JN GL-01549FX-12 Frosted Cylinder Assortment
 JN GL-01552FX-12 Frosted Sweetheart Vase Assortment
 JN GL-01550FX-12 Frosted Hourglass Assortment



JN GL-01551FX-12 Frosted Low Cylinder Assortment

Affordable Elegance by American Floral Container

MADE WITH PRIDE IN THE USA

Largest Collection of Unique Colors.
Designed for Fresh and Silk Flowers.
No Liners Needed.

See complete product line
on pages 26-27 of the
One Stop Shop Catalog.



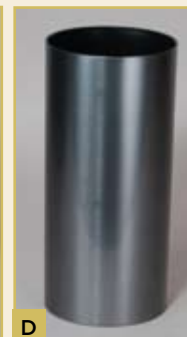
A



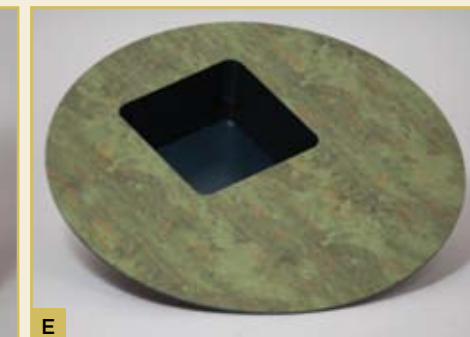
B



C



D



E

- A. MORE WATER MORTARBOARD**
Largest water reservoir available.
10" sq. x 2¹/₄"h with a 5¹/₂" sq. water well.
\$35.88 ctn. of 12 (\$2.99 ea.)
JN 521MBLK Matte Black only
- B. MBA MORTARBOARD**
Great for all designs. Best in its class.
11" sq. x 2¹/₂"h with 5¹/₈" sq. water well.
\$50.28 ctn. of 12 (\$4.19 ea.)
JN 498*** See Chart Below
- C. OVAL VASE**
Unique for tabletop arrangements.
5³/₄"w x 3³/₄"d x 8"h.
\$51.48 ctn. of 12 (\$4.29 ea.)
JN 514*** See Chart Below
\$32.28 ctn. of 12 (\$2.69 ea.)
JN 514MB Matte Black only
- D. ROUND DESIGNER VASE**
Holds up to 2 dozen roses.
4³/₄" dia. opening x 10"h.
\$57.48 ctn. of 12 (\$4.79 ea.)
JN 517*** See Chart Below
\$37.08 ctn. of 12 (\$3.09 ea.)
JN 517MB Matte Black
- E. FLAT ANGLE CIRCLE**
11" dia. with 2¹/₄" sq. opening.
\$50.28 ctn. of 12 (\$4.19 ea.)
JN 512*** See Chart Below

WITH 20 DIFFERENT FINISHES AVAILABLE,
WE MAKE IT EASY TO ADD YOUR
PERSONAL DESIGNER TOUCH.

[TV] TEAK VENEER	[GRM] GREEN MARBLE	[CHR] CHROME	[HOLR] HOLIDAY RED
[AG] ANTIQUE GOLD	[DKBZ] BRUSHED DARK BRONZE	[COR] CORSICAN	[BURCR] BURGUNDY CRACKLE
[LPAT] LIME PATINA	[WIM] WINE MARBLE	[BRG] BRUSHED GOLD	[GRCR] GREEN CRACKLE
[FLO] FLORENTINE	[GP] GRAPHITE	[BLM] BLACK MARBLE	[BRC] BRUSHED COPPER
[ABZ] ANTIQUE BRONZE	[FST] FLAGSTONE	[WHM] WHITE MARBLE	[BRS] BRUSHED SILVER



DOES YOUR WHOLESALER OFFER A 7 DAY GUARANTEE?

7 DAY SATISFACTION GUARANTEE

FROM FTD® FLOWER EXCHANGE

7 Day Satisfaction Guarantee from FTD® Flower Exchange—
the only 7 day satisfaction guarantee in the wholesale industry. If you are not
completely satisfied with the quality and freshness of your FTD® Farm Direct
Standing Orders, we will issue a refund or equivalent FX Rewards points.

Just let us know within 7 days of the date of delivery—
it's that easy.



PRODUCT BACKED BY OUR
7 Day Satisfaction Guarantee

1-800-767-4000 | www.FTDFlowerExchange.com

ALL FIRST TIME BUYERS

SAVE 10%

VISIT FTDFLOWEREXCHANGE.COM
FOR MORE DETAILS

FTD® FLOWER EXCHANGE

1-800-767-4000 | www.FTDFlowerExchange.com



Two of America's most trusted brands
announce a beautiful partnership

**Better
Homes**
and Gardens™
FLOWERS by FTD®



Only FTD® Florists have exclusive access to fill these popular codified products. The beautiful collection of fun, fresh designs is aggressively promoted to consumers by FTD® and Better Homes and Gardens.

Contact your FTD Marketplace Representative at 1-800-767-4000 to place your order

