



PRESENTS

VERA WANG  
FLOWERS



FALL/WINTER 2011

# BUYER'S GUIDE



**FTD**

THE FLOWER EXPERTS™

# AUTUMN'S ATTRACTION



## THE FTD® YOU'RE SPECIAL™ BOUQUET - F1

Set off autumn's richly colored blooms with the perfect fall vase. This sensational, bordeaux-hued, flared glass design with a stunning hand-blown teardrop accent in its base makes arranging a breeze and is versatile enough for any fall occasion. Vase (5" dia. x 8"h), care card and FTD logo pic included. Shipping begins July 2011.

**September Codification Deadline: July 19, 2011**

**The Fall Collection will launch on FTD.com in September**

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

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

**JW 1115**

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Orange Alstroemeria stems	3	5	7
Red Hypericum Berry stems	3	5	7
Rust Asiatic Lily stems	3	4	5
Salal stems	1	2	2
<b>SRP</b>	<b>\$39.99</b>	<b>\$49.99</b>	<b>\$59.99</b>
<b>Delivered SRP</b>	<b>\$49.99</b>	<b>\$59.99</b>	<b>\$69.99</b>



F1 DELUXE  
**DELIVERED SRP \$59.99**  
 18"H x 13"W  
 three-sided arrangement



# BOUNTIFUL BEAUTIES



THE FTD®  
BOUNTIFUL™ ROSE BOUQUET

F6 DELUXE  
DELIVERED SRP \$54.99  
7"H x 10"W  
all-around arrangement



**THE FTD® BOUNTIFUL™ BOUQUET - F2**  
**THE FTD® BOUNTIFUL™ ROSE BOUQUET - F6**

Keepsake ceramic pumpkin is a fall favorite, especially for occasions like Thanksgiving and Halloween. Filled with dazzling autumn lilies and roses, it is a magnificent celebration of harvest beauty. You will automatically be codified for both F2 and F6. Pumpkin (5½" dia. opening x 5"oh), lid pic, care card and FTD logo pic included. Shipping begins July 2011.

**September Codification Deadline: July 19, 2011**

**The Fall Collection will launch on FTD.com in September**

\$65.88 ctn. of 12 (\$5.49 ea.)

**2 PLUS:** \$53.88 ctn. of 12 (\$4.49 ea.)

**JW 1118**

F2 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Orange 50 cm Roses	2	3	6
Orange Alstroemeria stems	1	2	3
Orange Asiatic Lily stems	1	2	2
Red Spray Rose stems	1	2	2
Seeded Eucalyptus stems	½	½	1
Red Glycerized Oak Leaf stems	1	1	1
Floral Foam blocks	½	½	½
<b>SRP</b>	<b>\$29.99</b>	<b>\$39.99</b>	<b>\$49.99</b>
<b>Delivered SRP</b>	<b>\$39.99</b>	<b>\$49.99</b>	<b>\$59.99</b>

F6 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Orange 50 cm Roses	4	6	8
Yellow Spray Rose stems	2	3	4
Brown Hypericum Berry stems	2	3	4
Red Glycerized Oak Leaf stems	1	1	1
Floral Foam blocks	½	½	½
<b>SRP</b>	<b>\$34.99</b>	<b>\$44.99</b>	<b>\$54.99</b>
<b>Delivered SRP</b>	<b>\$44.99</b>	<b>\$54.99</b>	<b>\$64.99</b>



THE FTD®  
BOUNTIFUL™ BOUQUET

F2 DELUXE  
Delivered SRP \$49.99  
9"H x 9"W  
three-sided arrangement



# PETALS OF PLENTY

## THE FTD® FALL HARVEST™ CORNUCOPIA BY BETTER HOMES AND GARDENS® - F3

Exclusively for Better Homes and Gardens®. Overflowing with dazzling blooms, our woven natural seagrass and rattan cornucopia is sure to be a new Thanksgiving classic. Cornucopia (6" dia. opening x 13"l x 7 1/2"h), hard PVC liner, care card and FTD logo pic included. Shipping begins July 2011.

**September Codification Deadline: July 19, 2011**  
**The Fall Collection will launch on FTD.com in September**

\$77.88 ctn. of 12 (\$6.49 ea.)  
**2 PLUS:** \$65.88 ctn. of 12 (\$5.49 ea.)  
**JW 1119**

F3 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 50 cm Roses	2	4	6
Butterscotch Cushion Pompon stems	2	3	4
Rust Asiatic Lily stems	2	3	3
Leatherleaf stems	3	3	3
Solidago stems	1	2	3
Floral Foam blocks	1/2	1/2	1/2
<b>SRP</b>	<b>\$35.99</b>	<b>\$45.99</b>	<b>\$55.99</b>
<b>*Delivered SRP</b>	<b>\$49.99</b>	<b>\$59.99</b>	<b>\$69.99</b>

\*Includes delivery and Better Homes and Gardens® licensing participation.



F3 DELUXE  
**DELIVERED SRP \$59.99**  
 18"W x 11"D  
 all-around arrangement



# HARVEST ELEGANCE



## THE FTD® GIVING THANKS™ BOUQUET - F4

A vase of exquisite beauty and quality, this stunning fluted design is handcut by artisans to set off a sumptuous bouquet of fall blooms to perfection. Vase (4½" dia. x 8"h), care card and FTD logo pic included. Shipping begins July 2011.

**September Codification Deadline: July 19, 2011**

**The Fall Collection will launch on FTD.com in September**

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

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

**JW 1120**

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Leonidas 50 cm Roses	4	6	8
Royal Sunset Asiatic Lily stems	3	4	5
Brown Hypericum Berry stems	3	5	6
Israeli Ruscus stems	4	4	4
<b>SRP</b>	<b>\$49.99</b>	<b>\$59.99</b>	<b>\$69.99</b>
<b>Delivered SRP</b>	<b>\$59.99</b>	<b>\$69.99</b>	<b>\$79.99</b>



F4 DELUXE  
**DELIVERED SRP \$69.99**  
 21"H x 15"W  
 three-sided arrangement





FTD IS THRILLED TO INTRODUCE NEW FLORIST DELIVERED BOUQUETS BY VERA WANG.

# SUMPTUOUS STYLE



## THE FTD® AUTUMN SPLENDOR® BOUQUET BY VERA WANG - F5

Exclusively for Vera Wang Flowers. Overflowing with ravishing fall blooms, this stunning bowl with elegant handcut facets is crafted by skilled glass artisans to offer a gift of exceptional beauty. Also featured in C3, C9 and VW5, you will automatically be codified for all four arrangements. Vase (6 1/4" dia. x 5 1/2"h), design grid and Vera Wang hang tag included. Shipping begins July 2011.

**September Codification Deadline: July 19, 2011**

**The Fall Collection will launch on FTD.com in September**

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

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

**JW 1136**

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 50 cm Roses	4	7	9
Orange Spray Rose stems	3	4	4
Safari Sunset Leucadendron stems	3	3	3
Burgundy LA Hybrid Lily stems	2	2	3
Pittosporum stems	1	1	1
<b>SRP</b>	<b>\$58.99</b>	<b>\$68.99</b>	<b>\$77.99</b>
<b>*Delivered SRP</b>	<b>\$74.99</b>	<b>\$84.99</b>	<b>\$94.99</b>

\*Includes delivery and Vera Wang licensing participation.



VERA WANG  
FLOWERS

F5 DELUXE  
DELIVERED SRP \$84.99  
12"H x 13"W  
all-around arrangement



# CHRISTMAS FLAIR



## THE FTD® HOLIDAY CELEBRATIONS® BOUQUET - C1

Offer your customers breathtaking blooms in a striking, keepsake-quality vase. Flared red glass is surrounded by a heavy base and sides of clear glass for a look that's both merry and modern. Perfect for the holidays and beyond. Vase (6½" w x 3" d x 9" h), care card and FTD logo pic included. Shipping begins September 2011.

**September Codification Deadline: July 19, 2011**

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

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

**JW 1121**

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 50 cm Roses	3	5	7
White Asiatic Lily stems	2	3	4
Variegated Holly	x	x	x
Christmas Greens	x	x	x
<b>SRP</b>	<b>\$39.99</b>	<b>\$49.99</b>	<b>\$59.99</b>
<b>Delivered SRP</b>	<b>\$49.99</b>	<b>\$59.99</b>	<b>\$69.99</b>



C1 DELUXE  
**DELIVERED SRP \$59.99**  
 20"H x 16"W  
 three-sided arrangement



# A GIFT OF BEAUTY



## THE FTD® HOLIDAY CHEER™ BOUQUET BY BETTER HOMES AND GARDENS® - C2

Exclusively for Better Homes and Gardens®. Shaped like a gift box wrapped in candy-striped ribbon, this red ceramic vase is the perfect Christmas present. It's also versatile enough for any occasion throughout the year as the ribbon can easily be removed. Vase (6"w x 2½"d x 6"h), care card and FTD logo pic included. Shipping begins September 2011.

**September Codification Deadline: July 19, 2011**

\$76.08 ctn. of 12 (vase \$5.49 - berry pic \$0.85 ea.)

**2 PLUS:** \$64.08 ctn. of 12 (vase \$4.49 - berry pic \$0.85 ea.)

**JW 1122**

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red Mini Carnation stems	3	5	7
White Cushion Pompon stems	2	4	5
Christmas Greens	x	x	x
Candy Canes	2	3	4
Berry Pics	1	1	1
Floral Foam blocks	⅓	⅓	⅓
<b>SRP</b>	<b>\$26.99</b>	<b>\$36.99</b>	<b>\$45.99</b>
<b>*Delivered SRP</b>	<b>\$39.99</b>	<b>\$49.99</b>	<b>\$59.99</b>

\*Includes delivery and Better Homes and Gardens® licensing participation.



C2 DELUXE  
 DELIVERED SRP \$49.99  
 19"H x 14"W  
 three-sided arrangement



# SEASON'S SPLENDOR



VERA WANG  
FLOWERS

THE FTD®  
HOLIDAY ELEGANCE™ BOUQUET  
BY VERA WANG - C9

C9 DELUXE  
Delivered SRP \$80.99  
13"H x 13"W  
all-around arrangement



THE FTD® HOLIDAY WISHES™ BOUQUET  
BY VERA WANG - C3

THE FTD® HOLIDAY ELEGANCE™ BOUQUET  
BY VERA WANG - C9

Exclusively for Vera Wang Flowers. Overflowing with festive holiday blooms, this stunning bowl with handcut facets is crafted by skilled glass artisans to offer a gift of exceptional beauty. Also featured in F5 and VW5, you will automatically be codified for all four arrangements. Vase (6 3/4" dia. x 5 1/2"h), design grid and Vera Wang hang tag included. Shipping begins September 2011.

**September Codification Deadline: July 19, 2011**

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

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

JW 1136C

C3 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 50 cm Roses	5	7	9
Red Spray Rose stems	4	5	7
Variiegated Holly	x	x	x
Christmas Greens	x	x	x
<b>SRP</b>	<b>\$54.99</b>	<b>\$59.99</b>	<b>\$69.99</b>
<b>*Delivered SRP</b>	<b>\$69.99</b>	<b>\$75.99</b>	<b>\$86.99</b>

C9 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
White Double Lisianthus stems	3	5	6
White Asiatic Lily stems	3	4	5
Myrtle stems	2	3	3
Pittosporum stems	2	2	2
<b>SRP</b>	<b>\$54.99</b>	<b>\$64.99</b>	<b>\$72.99</b>
<b>*Delivered SRP</b>	<b>\$69.99</b>	<b>\$80.99</b>	<b>\$89.99</b>

\*Includes delivery and Vera Wang licensing participation.



VERA WANG  
FLOWERS



C3 DELUXE

DELIVERED SRP \$75.99  
13"H x 12"W  
all-around arrangement



# A FESTIVE FAVORITE



## THE FTD® HOLIDAY TRADITIONS™ BOUQUET- C4

Loaded with red roses and white cushion poms, this beautiful bouquet is a proven winner with FTD customers. High quality ivory ceramic sleigh is hand-adorned with a holly pattern and delicate gold metallic trim. Sleigh (9" w x 6" d with 5" w x 3 1/2" d design area), accessory set (enough glass balls and ribbon to make 12 bouquets), care card and FTD logo pic included. Shipping begins September 2011.

**September Codification Deadline: July 19, 2011**

\$117.48 ctn. of 12 (sleigh \$7.99 - accessory set \$1.80 ea.)

**2 PLUS:** \$105.48 ctn. of 12 (sleigh \$6.99 - accessory set \$1.80 ea.)  
JW 1124

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 50 cm Roses	2	5	7
White Cushion Pompon stems	1	2	3
Red Mini Carnation stems	1	2	3
Christmas Greens	x	x	x
Red & Gold 30 mm Glass Balls	6	6	6
Red Ribbon (rolls)	1	1	1
Floral Foam blocks	1/2	1/2	1/2
<b>SRP</b>	<b>\$39.99</b>	<b>\$49.99</b>	<b>\$59.99</b>
<b>Delivered SRP</b>	<b>\$49.99</b>	<b>\$59.99</b>	<b>\$69.99</b>



C4 DELUXE  
**DELIVERED SRP \$59.99**  
 13"H x 12"W  
 all-around arrangement



# ALL THAT GLITTERS



## THE FTD® SEASON'S GREETINGS™ BOUQUET - C5

An ornament-shaped, glitter-striped gold ceramic bowl is overflowing with holiday elegance. Featuring a removable lid, the container has many alternate uses and will be cherished for many Christmases to come. Ornament vase (5" dia. x 7"oh with 3 3/4" dia. opening), accessory set (enough glass balls and ribbon to make 12 bouquets), care card and FTD logo pic included. Shipping begins September 2011.

**September Codification Deadline: July 19, 2011**

\$112.08 ctn. of 12 (ornament \$7.99 - accessory set \$1.35 ea.)

**2 PLUS:** \$100.08 ctn. of 12 (ornament \$6.99 - accessory set \$1.35 ea.)

JW 1125

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
White 50 cm Roses	3	6	9
White Mini Carnation stems	3	3	4
Christmas Greens	x	x	x
30mm & 50mm Gold Glass Balls	3	3	3
Green Ribbon (rolls)	1	1	1
Floral Foam blocks	1/3	1/3	1/3
<b>SRP</b>	<b>\$39.99</b>	<b>\$49.99</b>	<b>\$59.99</b>
<b>Delivered SRP</b>	<b>\$49.99</b>	<b>\$59.99</b>	<b>\$69.99</b>



C5 DELUXE

**DELIVERED SRP \$59.99**

9"H x 11"W

all-around arrangement



# A NEW CHRISTMAS CLASSIC



## THE FTD® NORMAN ROCKWELL™ CENTERPIECE - C6

Inspired by Norman Rockwell's 1929 painting "No Christmas Problem Now," FTD's exclusive collectible centerpiece features Santa updating his Christmas list and is sure to be a new Christmas classic. This high quality, handpainted ceramic figurine is officially licensed by the Norman Rockwell Estate. Figurine (5" sq. x 7½"h), design tray, accessory set (enough ribbon to make 12 bouquets), care card and FTD logo pic included. Shipping begins September 2011.

**September Codification Deadline: July 20, 2011**

\$93.54 ctn. of 6 (figurine \$14.99 - accessory set \$.60 ea.)

**2 PLUS:** \$87.54 ctn. of 6 (figurine \$13.99 - accessory set \$.60 ea.)

JW 1126

## 2010 NORMAN ROCKWELL FIGURINE + DESIGN TRAY - C14

\$89.94 ctn. of 6 (\$14.99 ea.)

**2 PLUS:** \$83.94 ctn. of 6 (\$13.99 ea.)

JW 1044

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red Mini Carnation stems	3	4	5
Red 50 cm Roses	2	4	6
Christmas Greens	x	x	x
Variegated Holly	x	x	x
Red Ribbon (rolls)	1	1	1
Floral Foam blocks	¾	¾	¾
<b>SRP</b>	<b>\$59.99</b>	<b>\$74.99</b>	<b>\$84.99</b>
<b>Delivered SRP</b>	<b>\$69.99</b>	<b>\$84.99</b>	<b>\$94.99</b>



Licensed by Norman Rockwell Licensing, Niles, IL, U.S.A.

2010 Collectible Figurine



**C6 DELUXE**  
**DELIVERED SRP \$84.99**  
 6"H x 19"W  
 all-around arrangement



# DESIGNER DELIGHTS



C10 DELUXE  
 Delivered SRP \$129.99  
 15"H x 14"W  
 three-sided arrangement



THE FTD® SEASON OF JOY™ BOUQUET BY VERA WANG - C7

THE FTD® CELEBRATE THE SEASON™ BOUQUET BY VERA WANG - C10

Reflecting Vera Wang's impeccable sense of style, festive blooms spring from an elegant glass ice bucket your customers will love giving and receiving. This high quality container is hand-molded by field artisans. Also featured in VW2, you will automatically be codified for all three arrangements. Ice bucket (5½" dia. opening x 7"h; 6½"ow) and Vera Wang hang tag included. Shipping begins September 2011.

**September Codification Deadline: July 19, 2011**

\$107.88 ctn. of 12 (\$8.99 ea.)

**2 PLUS:** \$95.88 ctn. of 12 (\$7.99 ea.)

JW 1127



C7 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 50 cm Roses	4	6	9
White Alstroemeria stems	4	5	6
Red Hypericum Berry stems	3	3	4
Salal stems	2	2	2
Christmas Greens	x	x	x
<b>SRP</b>	<b>\$54.99</b>	<b>\$62.99</b>	<b>\$73.99</b>
<b>*Delivered SRP</b>	<b>\$69.99</b>	<b>\$79.99</b>	<b>\$90.99</b>

C10 FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 50 cm Roses	4	6	8
Red Spray Rose stems	3	4	5
White Double Lisianthus stems	3	3	4
White Hydrangea blooms	2	2	2
Pittosporum stems	2	2	2
Seeded Eucalyptus stems	2	2	2
<b>SRP</b>	<b>\$100.99</b>	<b>\$108.99</b>	<b>\$121.99</b>
<b>*Delivered SRP</b>	<b>\$119.99</b>	<b>\$129.99</b>	<b>\$142.99</b>

\*Includes delivery and Vera Wang licensing participation.



C7 DELUXE

DELIVERED SRP \$79.99  
 14"H x 14"W  
 three-sided arrangement



# MERRY & MEMORABLE



## THE FTD® GLAD TIDINGS™ BOUQUET - C8

Seated in a beautiful tapered glass vase with handcut crisscross facets, this merry mix of red roses, hypericum berries and limonium carries a message of love and joy for the season. Vase (4" dia. x 7½"h), accessory set (enough ribbon to make 12 bouquets), care card and FTD logo pic included. Shipping begins September 2011.

**September Codification Deadline: July 19, 2011**

\$80.28 ctn. of 12 (vase \$5.99 - accessory set \$0.70 ea.)

**2 PLUS:** \$68.28 ctn. of 12 (vase \$4.99 - accessory set \$0.70 ea.)

**JW 1129**

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red Spray Rose stems	4	5	6
Red 50 cm Roses	3	5	7
Red Hypericum Berry stems	2	3	4
White Limonium stems	1	1	1
Pittosporum stems	1	1	1
Christmas Greens	x	x	x
Red Ribbon (rolls)	1	1	1
<b>SRP</b>	<b>\$49.99</b>	<b>\$59.99</b>	<b>\$69.99</b>
<b>Delivered SRP</b>	<b>\$59.99</b>	<b>\$69.99</b>	<b>\$79.99</b>



C8 DELUXE  
**DELIVERED SRP \$69.99**  
 20"H x 12"W  
 three-sided arrangement



## FALL COMBO PACK FROM FTD®



The FTD® You're Special™ Bouquet (F1)



The FTD® Bountiful™ Bouquet (F2)

**JW 1128**

Includes 6 pieces each (24 pieces total) **\$169.99** • Codification Deadline July 19, 2011 • Shipping begins July 2011

## CHRISTMAS COMBO PACK FROM FTD®



The FTD® Holiday Celebrations® Bouquet (C1)



The FTD® Holiday Cheer™ Bouquet by Better Homes and Gardens® (C2)



**JW 1157**

Includes 6 pieces each (30 pieces total) **\$262.99** • Codification Deadline July 19, 2011 • Shipping begins September 2011



The FTD® Fall Harvest™ Cornucopia by Better Homes and Gardens® (F3)



The FTD® Giving Thanks™ Bouquet (F4)



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The FTD® Holiday Wishes™ Bouquet by Vera Wang (C3)



The FTD® Holiday Traditions™ Bouquet (C4)



The FTD® Season's Greetings™ Bouquet (C5)



Michael Skaff AIFD

## BEAUTIFUL BOUQUETS, EXPERT ADVICE

As chief designer of FTD's exclusive codified bouquets, FTD Creative Director Michael Skaff AIFD will share all the ins and outs, tips and tricks, in regards to these beautiful designs.

### WE WANT TO HEAR FROM YOU!

Feedback is important to us.

Send your design questions to [prdept@ftdi.com](mailto:prdept@ftdi.com). The holidays are a great time to find out what's new in floral design.

# DESIGN TIPS TO HELP YOUR PROFITS BLOOM

BY FTD® CREATIVE DIRECTOR MICHAEL SKAFF, AIFD

The FTD Fall/Winter 2011 Collection is bursting with fun, festive colors and elegant, versatile containers for the holidays and beyond.



### 11-F3 The FTD® Fall Harvest™ Cornucopia by Better Homes and Gardens®

The cornucopia, often called a "horn of plenty," is an iconic fall tradition that dates back to the 5th century BC. We've chosen a woven seagrass version that's earthy and rustic yet also refined. It's the perfect color and style to set off a dramatic bouquet of blazing fall blooms. We suggest leaving the design foam extra high in the design tray to make it easier to place flowers at different angles for a cascading feel. For a fun twist, try using the cornucopia creatively as a door or wall accent.



### 11-C2 The FTD® Holiday Cheer™ Bouquet by Better Homes and Gardens®

This container is easy to work with due to its narrow depth. When creating the Good (Standard) version of the bouquet, be sure to group flowers closely for optimum visual impact. For Better and Best (Deluxe and Premium) arrangements, distribute flowers more evenly throughout the bouquets. We used foam in our version, but the vase also works well with a design grid made of tape. Use your creativity with this container to give your customers a wide range of options for holiday giving. Be sure to note that the holly pic can be reused as an ornament or gift box topper.



PRESENTS

## VERA WANG FLOWERS

FTD is pleased to introduce a promising business opportunity for FTD Florists—a new line of florist delivered bouquets by Vera Wang. As an icon of modern American design, Vera's inimitable sense of style has made her name one of the most sought after lifestyle brands in the country, synonymous with beautiful living.

Now, FTD Florists can join in our exciting expansion of the Vera Wang program with breathtaking Vera Wang Holiday and Everyday bouquets designed and delivered by you, our artisan FTD Florists. Reflecting the stunning simplicity and chic romanticism of her couture, Vera Wang Flowers feature exquisite vases that are versatile enough for year-round use and yet special enough to be cherished as heirlooms.

We are thrilled about the potential of this program to help you grow your profits!



Everyday  
OCCASIONS



VERA  
*Everyday*  
OCCASIONS



# SIMPLE SOPHISTICATION



**THE FTD® JOYFUL INSPIRATIONS™ BOUQUET BY VERA WANG - VW1**

Bursting with the inspired beauty of blue hydrangea, this incredible ribbed glass vase represents the epitome of elegance. It's sure to be universally loved, so make sure your shop is codified. Vase (5"w x 4"d x 8"h) and Vera Wang hang tag included. Shipping begins August 2011.

**September Codification Deadline: July 19, 2011**

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

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

**JW 1162**

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Blue Hydrangea blooms	4	6	8
<b>SRP</b>	<b>\$44.99</b>	<b>\$54.99</b>	<b>\$64.99</b>
<b>*Delivered SRP</b>	<b>\$59.99</b>	<b>\$69.99</b>	<b>\$80.99</b>

\*Includes delivery and Vera Wang licensing participation.



**VERA WANG**  
FLOWERS

VW1 DELUXE  
**DELIVERED SRP \$69.99**  
14"H x 13"W  
all-around arrangement



VERA  
*Everyday*  
OCCASIONS

# ESSENTIALLY VERA



**THE FTD® GRACEFUL WISHES™ BOUQUET BY VERA WANG - VW2**

Reflecting Vera Wang's impeccable sense of style, a mix of red roses and pink alstroemeria springs from an elegant glass ice bucket your customers will love giving and receiving. This high quality container is hand-molded by field artisans. Also featured in C7 and C10, you will automatically be codified for all three arrangements. Ice bucket (5½" dia. opening x 7"h; 6½"ow) and Vera Wang hang tag included. Shipping begins August 2011.

**September Codification Deadline: July 19, 2011**

\$107.88 ctn. of 12 (\$8.99 ea.)

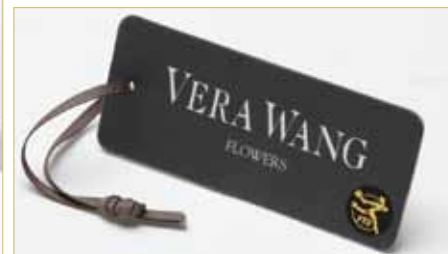
**2 PLUS:** \$95.88 ctn. of 12 (\$7.99 ea.)

**JW 1127E**

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Red 50 cm Roses	3	5	7
Pink Spray Rose stems	3	5	7
Pink Alstroemeria stems	3	4	5
Leatherleaf stems	4	4	4
Seeded Eucalyptus stems	1	1	1
<b>SRP</b>	<b>\$49.99</b>	<b>\$59.99</b>	<b>\$69.99</b>
<b>*Delivered SRP</b>	<b>\$64.99</b>	<b>\$75.99</b>	<b>\$86.99</b>



\*Includes delivery and Vera Wang licensing participation.



**VERA WANG**  
FLOWERS

VW2 DELUXE  
**DELIVERED SRP \$75.99**  
14"H x 13"W  
three-sided arrangement



VERA  
*Everyday*  
OCCASIONS

# DESIGNER DISTINCTION



**THE FTD® CAPTIVATING COLOR™ ROSE BOUQUET BY VERA WANG - VW3**

Vera Wang's celebrated eye for modernism is reflected in this exquisite, high quality vase with hand-blown teardrop in the base. It's the ideal vessel for a bouquet of roses in five beautifully lush colors. Vase (4 1/4" dia. x 10"h) and Vera Wang hang tag included. Shipping begins August 2011.

**September Codification Deadline: July 19, 2011**

\$107.88 ctn. of 12 (\$8.99 ea.)

**2 PLUS:** \$95.88 ctn. of 12 (\$7.99 ea.)

**JW 1160**

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Hot Pink 50 cm Roses	3	5	6
Red 50 cm Roses	3	4	6
Light Pink 50 cm Roses	2	3	4
Light Lavender 50 cm Roses	2	3	4
Dark Lavender 50 cm Roses	2	3	4
Salal stems	4	4	4
Leatherleaf stems	2	2	2
<b>SRP</b>	<b>\$63.99</b>	<b>\$78.99</b>	<b>\$92.99</b>
<b>*Delivered SRP</b>	<b>\$79.99</b>	<b>\$95.99</b>	<b>\$110.99</b>

\*Includes delivery and Vera Wang licensing participation.



VERA WANG  
FLOWERS

VW3 DELUXE  
**DELIVERED SRP \$95.99**  
21"H x 15"W  
three-sided arrangement





# FACET FASCINATION



## THE FTD® DREAM'S REFLECTION™ BOUQUET BY VERA WANG - VW4

Adorned with a faceted band that is hand-detailed with over 100 individual cuts, this stunning vase is truly a standout. Holding a bouquet of crème de la crème roses and purple double lisianthus, it makes an incredible gift of beauty for virtually any occasion. Vase (4" dia. opening x 8"h) and Vera Wang hang tag included. Shipping begins August 2011.

**September Codification Deadline: July 19, 2011**

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

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

**JW 1161**

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Crème de la Crème 50 cm Roses	5	7	9
Purple Double Lisianthus stems	3	5	6
White Limonium stems	2	2	2
Sword Fern fronds	5	5	5
Leatherleaf stems	3	3	3
Pittosporum stems	1	1	1
<b>SRP</b>	<b>\$54.99</b>	<b>\$64.99</b>	<b>\$74.99</b>
<b>*Delivered SRP</b>	<b>\$69.99</b>	<b>\$80.99</b>	<b>\$91.99</b>

\*Includes delivery and Vera Wang licensing participation.



**VERA WANG**  
FLOWERS

VW4 DELUXE  
**DELIVERED SRP \$80.99**  
19"H x 14"W  
three-sided arrangement





# SWEET SOPHISTICATION



**THE FTD® SWEET EFFECTS™ BOUQUET BY VERA WANG - VW5**

Overflowing with ravishing blooms, this stunning bowl with elegant handcut facets is crafted by skilled glass artisans to offer a gift of exceptional beauty. Also featured in F5, C3 and C9, you will automatically be codified for all four arrangements. Vase (6¼" dia. x 5½"h), design grid and Vera Wang hang tag included. Shipping begins July 2011.

**September Codification Deadline: July 19, 2011**

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

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

**JW 1136E**

FLORAL RECIPE	STANDARD	DELUXE	PREMIUM
Pink Double Lisianthus stems	3	4	5
Yellow 50 cm Roses	3	4	5
Solidago stems	3	3	3
Pink Asiatic Lily stems	1	2	3
Variegated Pittosporum stems	1	1	1
<b>SRP</b>	<b>\$49.99</b>	<b>\$59.99</b>	<b>\$69.99</b>
<b>*Delivered SRP</b>	<b>\$64.99</b>	<b>\$75.99</b>	<b>\$86.99</b>

\*Includes delivery and Vera Wang licensing participation.



**VERA WANG**  
FLOWERS

VW5 DELUXE  
**DELIVERED SRP \$75.99**  
12"H x 13"W  
all-around arrangement



# SPIRITUAL EXPRESSIONS



# TRUE ROMANCE



### THE FTD® ETERNAL LIGHT™ BOUQUET - EL\*

Stunning cross is perfect for sympathy, first communions, christenings and more. Includes design tray and holder. Glass cross: 8"h x 4½"w.

\$101.88 ctn. of 12 (\$8.49 ea.)  
**2 PLUS:** \$89.88 ctn. of 12 (\$7.49 ea.)  
**JW 1155**  
**\$69.99 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.)  
**JW 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.)  
**JW 0685**  
**\$42.99 DELIVERED SRP**

\*2-letter codes will change as of September 1, 2011.

- EL ▶ ELB
- FB ▶ FBB
- CP ▶ CPP
- BH ▶ BHB

### 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.)  
**JW 0854**  
**\$59.99 DELIVERED SRP**

### THE FTD® SO IN LOVE™ BOUQUET - SIL

Clear handcrafted oval vase features oval handcut accents. 8"w x 3½"d x 8"h.

\$95.88 ctn. of 12 (\$7.99 ea.)  
**2 PLUS:** \$83.88 ctn. of 12 (\$6.99 ea.)  
**JW 1005**  
**\$59.99 DELIVERED SRP**



# GARDEN FRESH BEAUTY

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



# BIRTHDAY SURPRISES!



**THE FTD® BIRTHDAY WISHES™ BOUQUET BY BETTER HOMES AND GARDENS® - BWB**

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

\$77.88 ctn. of 12 (\$6.49 ea.)  
2 PLUS: \$65.88 ctn. of 12 (\$5.49 ea.)

**JW 1006**  
**\$64.99 DELIVERED SRP**  
(includes Better Homes and Gardens® licensing participation)

**THE FTD® SENDING THANKS™ BOUQUET BY BETTER HOMES AND GARDENS® - STX**

Exclusively for Better Homes and Gardens®. Subtle styling makes this pink glass vase a memorable keepsake. It features an elegantly tapered clear base with a hand-blown teardrop. 6" w x 3 1/4" d x 6" h.

\$77.88 ctn. of 12 (\$6.49 ea.)  
2 PLUS: \$65.88 ctn. of 12 (\$5.49 ea.)

**JW 1009**  
**\$59.99 DELIVERED SRP**  
(includes Better Homes and Gardens® licensing participation)

**THE FTD® PERFECT BIRTHDAY GIFT BOUQUET - BCB ~ BCG**

Water-resistant bag perfect for birthday bouquets! Hard liners included. 5" w x 3 1/2" d x 7" h.

\$42.96 ctn. of 24 (\$1.79 ea.)

**JW 1152**  
**\$39.99 DELIVERED SRP**

**THE FTD® BIRTHDAY BOUQUET - BDY**

This green ceramic cube is a proven customer favorite. Includes "Happy Birthday" tag and striped ribbon. 5" sq. x 5" 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.)

**JW 0995**  
**\$39.99 DELIVERED SRP**



# THINKING OF YOU



THE FTD® TIMELESS TRADITIONS™ BOUQUET - TTB



THE FTD® BIG HUG™ BOUQUET - BH\*

### 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.)  
**JW 0909**  
**\$49.99 DELIVERED SRP**

### THE FTD® BIG HUG® BOUQUET - BH\*

Ceramic vase with adorable 6"h plush bear. 3¾" dia. opening x 6⅞"h.

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

\*BH becomes BHB on September 1, 2011.

# NEWBORN LOVE



CRB

CRG

All rose versions

### THE FTD® SWEET DREAMS® BOUQUET

GIRL - SWG BOY - SWB  
 Ceramic vases with baby footprints. 4½" dia. x 4"h.

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

### THE FTD® MOTHER'S CHARM™ BOUQUET

GIRL - CBG BOY - CBB  
 Ceramic vases with removable charm bracelet. 4½" dia. opening x 6½"h.

\$95.88 ctn. of 12 (\$7.99 ea.)  
**2 PLUS:** \$83.88 ctn. of 12 (\$6.99 ea.)  
**JW 1151 - GIRL JW 1150 - BOY**  
**\$56.99 DELIVERED SRP**



# FOR THAT SPECIAL SOMEONE



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

### THE FTD® PICK-ME-UP® BOUQUET - PIC

Clear glass vase with gold band. 3½" dia. x 7"h.

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

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

**JW 1040**

**\$49.99 DELIVERED SRP**



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

Green translucent glass vase with elegant beads. 4" dia. opening x 5¼"h.

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

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

**JW 0851**

**\$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.)

**JW GODIVA**

**\$17.99 SRP**



**RGR**  
Red version



**RGD**  
Pink version

As featured in THE FTD® ROSE & GODIVA® BOUQUETS - RGR & RGD



# EVERYDAY COMBO PACKS FROM FTD®

**SYMPATHY COMBO PACK - \$137.99 ~ 6 of each JW 1173**



The FTD® Eternal Light™ Bouquet (EL)



The FTD® Faithful Blessings™ Bouquet (FB)



The FTD® Comfort Planter (CP)

\*2-letter codes will change as of September 1, 2011.

EL ▶ ELB  
FB ▶ FBB  
CP ▶ CPP  
BH ▶ BHB

**BEST SELLER COMBO PACK - \$164.99 ~ 6 of each JW 1175**



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



The FTD® Anniversary Bouquet (ANV)



The FTD® Big Hug® Bouquet (BH)



The FTD® Pick-Me-Up® Bouquet (PIC)

**BIRTHDAY COMBO PACK - \$137.99 ~ 6 of each JW 1180**



The FTD® Birthday Wishes™ Bouquet by Better Homes and Gardens® (BWB)



The FTD® Birthday Bouquet (BDY)



The FTD® Perfect Birthday Gift Bouquet (BCB/BCG)



The FTD® Thinking of You™ Bouquet (THU/TTB)

**BABY COMBO PACK - \$83.88 ~ 3 of each JW 1172**



The FTD® Sweet Dreams® Bouquet Boy (SWB) - Girl (SWG)



The FTD® Mother's Charm™ Bouquet Boy (CBB) - Girl (CBG)

# 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:** 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:** FTD charges a shipping and handling fee of 22% of the value of each carton. For items that are direct-shipped from FTD, there is a 5 carton minimum per order. Items that are direct-shipped from one of FTD's preferred partners have a minimum freight charge of \$10.95 per carton. Please allow a minimum of 4 weeks for delivery once product has shipped.

**PUERTO RICO:** FTD charges a shipping and handling fee of 22% of the value of each carton with a minimum of \$10.95 per carton. Please allow a minimum of 4 weeks for delivery once the 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 1-800-767-4000, (option 2) to initiate a trace.

\*Special shipping charges apply for orders placed with FTD's preferred partners U.S. Balloon and Marian Heath. Please ask a representative for more details.

## 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 52-57.

**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.

**WARNING CONSUMPTION HAZARD:** Flowers are not for consumption.



# 3-STEP EASY ORDER AND CONFIRMATION PROCESS

- 1 Call 1-800-767-4000 or order online at [www.ftdi.com/membermarketing/imprint](http://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 5-7 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.

# 2012 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



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

Our 2012 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.

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



**FREE** display easel with your initial 2012 wall calendar order

The prominent and professional way to present your 2012 wall calendars and business card magnets. Additional easels available.

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

(Display Easel Size: 8 3/8" x 10 7/8")

MARKETING MATERIALS

# 2012 DATEBOOK

## 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

## 2012 DATEBOOK PRICES (PER PIECE)

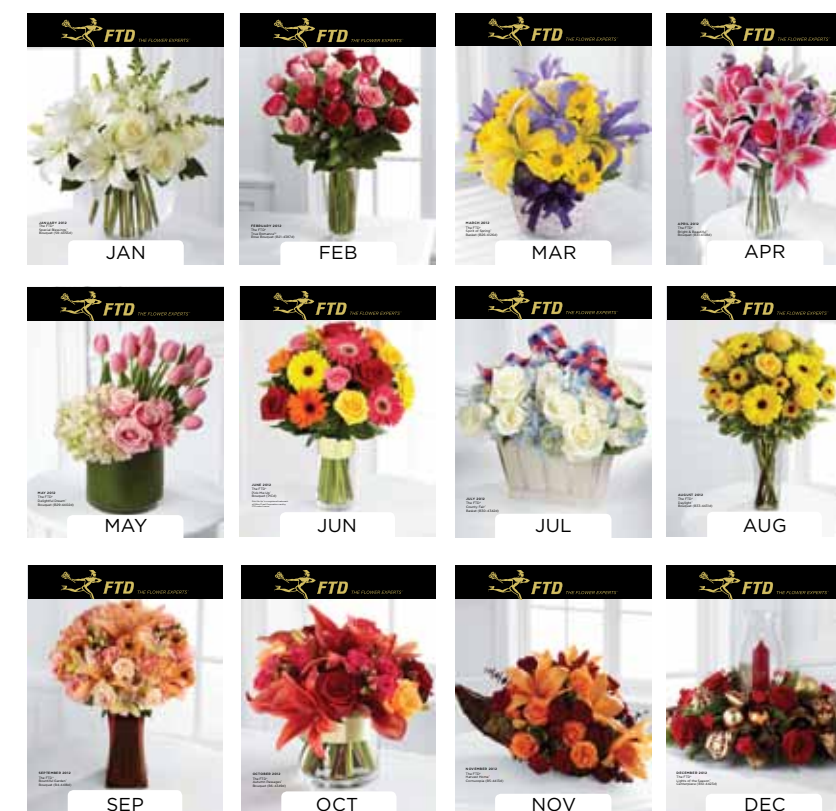
QUANTITY	IMPRINT	BLANK
100-300	\$0.69	\$0.64
400-900	\$0.64	\$0.59
1,000-4,900	\$0.59	\$0.54
5,000 & UP	\$0.54	\$0.49

NOTE: Shipping begins 09/07/11. 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")



## 2012 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 09/07/11. 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.

## 2012 WALL CALENDAR ENVELOPE PRICES (PER PIECE)

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

NOTE: Shipping begins 09/07/11. Minimum order size is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet minimum order quantities.



# 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



F1 (Size: 3 5/8" x 5 3/8")

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



## STUFFER PRICES (PER 100)

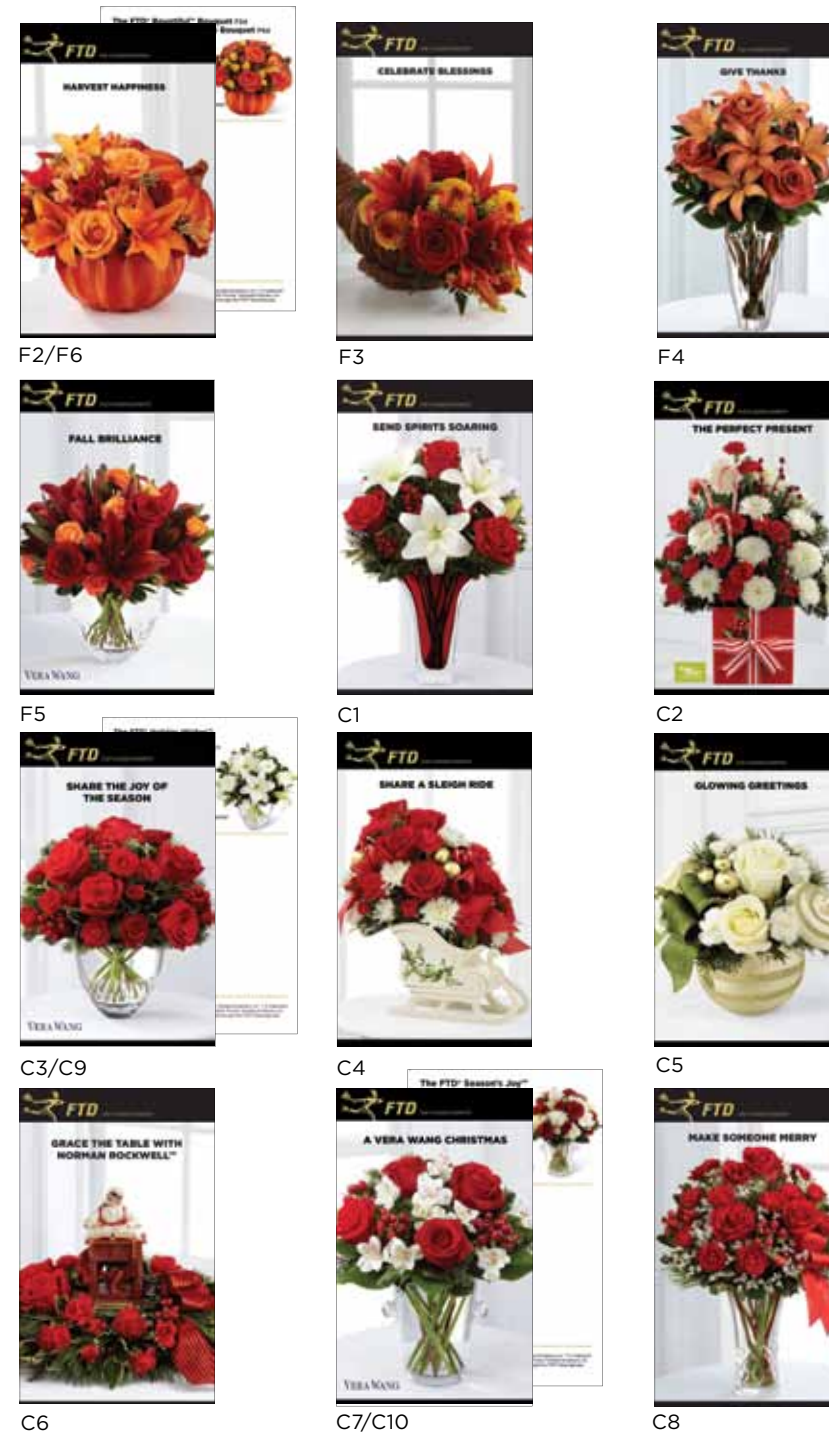
QUANTITY	CUSTOM OR FTD PRICES & IMPRINT	IMPRINT	BLANK
500-900	\$10.99	\$8.99	\$6.99
1,000-4,900	\$8.99	\$5.99	\$4.99
5,000 & UP	\$6.99	\$4.99	\$3.99

NOTE: Minimum order size for stuffers is 500. Mix and match all stuffers in increments of 100 to meet minimum. Custom, FTD Prices, Imprint and Blank orders must separately meet minimum order quantities.

**Call us today**  
to order your FTD® exclusive arrangements!  
100% satisfaction guaranteed

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(Back Imprint Area)



## 2011 FALL/WINTER STUFFER SRPs

ITEM	FTD SRP*	WRITE YOUR CUSTOM PRICE BELOW
FALL (F1)	\$49.99	
FALL (F2)	\$39.99	
FALL (F6)	\$44.99	
FALL (F3)	\$45.99	
FALL (F4)	\$59.99	
FALL (F5)	\$68.99	
CHRISTMAS (C1)	\$49.99	
CHRISTMAS (C2)	\$36.99	
CHRISTMAS (C3)	\$59.99	
CHRISTMAS (C9)	\$64.99	
CHRISTMAS (C4)	\$49.99	
CHRISTMAS (C5)	\$49.99	
CHRISTMAS (C6)	\$74.99	
CHRISTMAS (C7)	\$62.99	
CHRISTMAS (C10)	\$108.99	
CHRISTMAS (C8)	\$59.99	

Note: \*FTD suggested retail prices are in U.S. dollars. All SRPs listed here are for Deluxe arrangements (before delivery). Fall/Winter stuffers begin shipping 7/18/11.



# 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	<del>\$0.69</del> \$0.55	<del>\$0.44</del> \$0.35
500-900	<del>\$0.59</del> \$0.47	<del>\$0.34</del> \$0.27
1,000-4,900	<del>\$0.49</del> \$0.39	<del>\$0.24</del> \$0.24
5,000 & UP	<del>\$0.39</del> \$0.31	<del>\$0.14</del> \$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

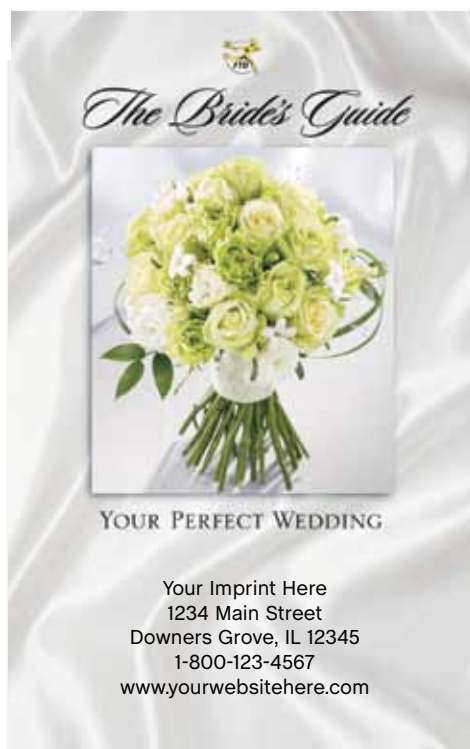
NOTE: Minimum order is 100. Orders must be in increments of 100. Imprint and blank orders must separately meet the minimum quantities.

SAVE UP TO  
**20%**

Offer ends 08/31/11

VIEW ALL  
20 PAGES OF  
THE BRIDE'S GUIDE  
[www.ftdi.com](http://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")

# MAGNETS

### MARKETING TIPS:

- Attach to outgoing orders
- Give one to each walk-in customer
- Stock your booth at home shows and bridal fairs
- Pass them out at any personal appearances, parties or neighborhood street fairs
- Give them to sales reps from newspapers, radio and 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

**25% OFF PLUS FREE SHIPPING!**

### BUSINESS CARD MAGNET (PER PIECE)

QUANTITY	PRICE
300 - 400	<del>\$0.26</del> \$0.20
500 - 900	<del>\$0.24</del> \$0.18
1,000 - 4,900	<del>\$0.22</del> \$0.17
5,000 & UP	<del>\$0.21</del> \$0.16

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	<del>\$0.40</del> \$0.30
500 - 900	<del>\$0.38</del> \$0.29
1,000 - 4,900	<del>\$0.35</del> \$0.26
5,000 & UP	<del>\$0.33</del> \$0.25

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

**25% OFF**

Plus FREE Shipping on all Magnets!  
Offer ends 08/31/11

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

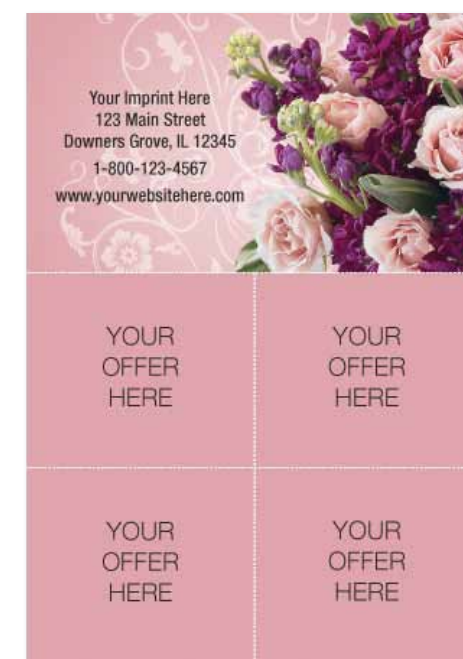
Business Card Magnets (Size: 3 1/2" x 2")



WebGifts\*

### 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"



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



## 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](http://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
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### JOIN FTD® WEBGIFTS® TODAY!

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WebGifts®



## FTD® PARTNER DISCOUNT PROGRAM

The FTD Partner Discount Program was designed to build a great network of "connections" between FTD, our vendors and you. Best of all, it's FREE to you — our valued florists! Consider it our way of saying thanks for the many years of support in making FTD the leader in the floral industry.

With the FTD Partner Discount Program, you have access to many of FTD's preferred vendors. The benefits of this FTD-exclusive program include discounted rates on numerous products and services for all of your business and everyday needs. This great program offers you savings on cellular plans, car rentals, office supplies, email marketing and more in the coming months!

Visit [www.ftdi.com/PDP](http://www.ftdi.com/PDP)

If you have any questions or suggestions on what FTD Partner Programs we should add please send us an email at [partnerdiscountprogram@ftdi.com](mailto:partnerdiscountprogram@ftdi.com).



## FTD® FLORISTS LOVE THE FX REWARDS PROGRAM because you earn points on every dollar you spend through the FTD Flower Exchange

### PROGRAM DETAILS

- For every \$1 you spend on purchases of fresh cut flowers or plants online through the FTD Flower Exchange, you receive 3 FX Rewards Points.
- For every \$1 you spend on purchases of fresh cut flowers or plants over the phone through the FTD Flower Exchange, you receive 1 FX Rewards Point.
- Each FX Rewards Point is worth \$.01 in value that can be applied against the price of future FTD Flower Exchange purchases of fresh flowers or plants during online checkout.

Full details can be found online at [www.FTDFlowerExchange.com](http://www.FTDFlowerExchange.com)



"We solved the problem of going over our flower budget towards the end of the month because we use FTD Flower Exchange. Reward points from previous purchases let us add those unexpected florals for free so we can keep to our budget while meeting the surprise requests from our customers. We love FTD Flower Exchange Reward Points; no more paying high last minute prices!"

- Rose Chisholm  
Cascade Florists,  
Seattle, WA

"Reward yourself with free flowers with earned Flower Exchange points from the FTD Flower Exchange."

- Andrew Michaels  
Andrew's on 4th Street Florist,  
St. Petersburg, FL



VISIT YOUR FTD® FLOWER EXCHANGE REPRESENTATIVE TODAY!

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## **FTD® MARKETPLACE**

- ✓ Codify for Holiday containers
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## **FTD® ONLINE SERVICES**

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**The FTD Member Solutions Team is ready to help you on the Path to Orders and profitability.  
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Prices are subject to change, FTD reserves the right to accept or reject orders. Descriptive or typographical errors are subject to correction. Canadian members will be billed in Canadian dollars. Canadian prices are calculated by multiplying the U.S. price by the prior month's average exchange rate. The exchange rate is updated on or about the first business day of each month; it will apply on the date the order is placed. Prices do not include freight. Excluding FTD Flower Exchange, FTD shipping and handling charges are 20% of the value of each carton with a minimum of \$5.95 per carton for the Continental U.S. and \$8.95 per carton for Canada. For Puerto Rico the shipping and handling charges are 22% of the value of each carton with a minimum of \$10.95 per carton. For Alaska and Hawaii the shipping and handling charges are 22% of the value of each carton and for items that are direct shipped from FTD, there is a 5 carton minimum per order. Also for Alaska and Hawaii, items that are direct shipped from one of FTD's preferred partners have a minimum freight charge of \$10.95 per carton. \*A Registered Trademark of Florists' Transworld Delivery, Inc.™ A Trademark of Florists' Transworld Delivery, Inc. ©2011 Florists' Transworld Delivery, Inc. Printed in the USA.

