

FULFILLMENT TIPS

Planning is crucial to a successful business. You can increase productivity and customer satisfaction levels for everyday operations with some simple tips. Bouquet-specific design tips can be found in the [Product Recipe Catalog](#).

01.

PURCHASE SMART

When possible, purchase your flowers in the correct stem lengths to maximize profit margins.

02.

ORDER EARLY

Order product to match the timing of your production schedule and the proper stem counts to match your recipes.

03.

ENSURE HYDRATION

Keep flowers properly hydrated (including floral preservatives) to provide for the proper fullness in each design.

04.

TAKE CARE IN HANDLING

To prevent ethylene buildup, remove any dead or dying petals and leaves, and do not submerge foliage below the water line.

05.

PROPERLY SOAK FOAM

Gently place floral foam in a large enough water reservoir to allow for the foam to fill with water at its own pace. Don't force underwater.

06.

SCALE FOR SUCCESS

Keep scale and dimensions in mind when building each design. This is key to your customers' perception and satisfaction.

07.

USE RIBBON SPARINGLY

Ribbon should only be used when called for in the recipe and only in the manner in which it is described.

08.

PACKAGE CAREFULLY

Determine packaging per item prior to each holiday to ensure safe delivery.

09.

CHECK WATER

Check water daily on all of your premade arrangements prior to delivery.

10.

DESIGN ONE BY ONE

When a bouquet is offered in multiple sizes, concentrate on one recipe at a time to help ensure proper stem counts in each design.

