

FTD Holiday 2016 Design Tips

General tips

- When possible, purchase your flowers in the correct stem length to maximize margin.
- Order product to match the timing of your production schedule and the proper stem counts to match your recipes.
- Proper hydration (including floral preservative) will create a better customer experience upon receipt and provide for the proper fullness in each design.
- Properly hydrate your flowers (in flower food) based on variety, allowing for some of the flowers to begin to open and show color.
- Concentrate on one recipe at a time if a SKU is offered in Standard, Deluxe, Premium and Exquisite sizes to help to ensure proper stem counts in each design.
- Keep scale and dimensions in mind when building each design; this is key to the perception and satisfaction of your customers.
- Ribbon is an accessory and should only be used when called for in the recipe and then only used in the manner in which it was originally intended.
- The Accessory Set for codified containers includes the proper counts of items to complete 12 designs (example: holiday ribbons, pinecones, ornaments).
- Determine packaging per item prior to the holiday to ensure safe delivery.
- Check water daily on all of your premade arrangements prior to delivery.
- Properly soak your floral foam. As a reminder, when soaking floral foam, you should gently place the foam in a large enough water reservoir that will allow enough room for the foam to fill with water at its own pace. The foam should never be forced under water; this will cause air pockets to be trapped in the foam.



16-C5 The FTD Season's Greetings Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the container with properly hydrated floral foam and secure in place.
- Lightly green the container with evergreens prior to creating the design and adding the flowers, and fill in only where necessary to complete.
- Secure the lid to the floral foam with the lid pic.
- Complete the design by adding in the glass balls and holiday ribbon from the Accessory Set.
- The Standard version of 15-C6 does not include roses in the recipe.

Merchandise Tip: *This beautiful snowflake patterned ornament can be repurposed as a holiday potpourri container.*

16-C2 The FTD Holiday Cheer Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the holiday container with properly hydrated floral foam and secure it to the container's liner.
- Lightly green the container with evergreens prior to creating the design and adding the flowers and fill in only where necessary.
- The Standard size of 16-C2 does not include the red roses.
- Candy canes are not included; fresh candy canes should remain in cello packaging and secured to wooden picks and then placed in the design.

Merchandise Tip: This red ceramic keepsake vase is a perfect addition to the holiday buffet table display as a decorative napkin holder or silverware holder.

16-C4 The FTD Holiday Traditions Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the sleigh with properly hydrated floral foam and secure to the container.
- Lightly green the container with evergreens prior to creating the design and adding the flowers, and then fill in only where necessary to complete.
- The Standard size of 16-C4 does not include the Standard Red Roses.
- The Deluxe, Premium and Exquisite versions do not include the Standard Red Carnations.
- Please include the ribbon accents similar to the picture.

Merchandise Tip: This classic and festive container makes a great addition to holiday collectible display.

16-C6 The FTD Holiday Wishes Bouquet by Better Homes and Gardens

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the container with the proper proportion of water and flower food.
- Create a natural grid of evergreen branches as a foundation to hold the remaining flowers in place.
- Another option would be to create a clear taped grid prior to adding water to the vase. Create the design through the grid.
- The Standard size of 16-C6 does not include the Standard White Roses. The Premium and Exquisite versions **do not** include white cushion pompons.
- Please include the ribbon accents similar to the picture.

Merchandise Tip: Add a battery-operated votive light to this colorful and festive container for a quick and creative holiday luminary.

B15-4924 The FTD Holiday Classics Bouquet by Better Homes and Gardens

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- This is an all-around arrangement intended for the center of a dining room table.
- Allow ample room between candles to prevent them from overheating and burning down too quickly.
- Add evergreens to the design tray after the candles have been secured into the floral foam and prior to creating your design, and fill in only where necessary to finish.
- Add the ribbon as shown in the picture.

16-C7 The FTD Believe Mug Bouquet by Hallmark

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the holiday container by properly hydrating the floral foam and then securing it to the container.
- Lightly green the container with evergreens prior to creating the design and adding the flowers, and then fill in only where necessary to complete.
- The Standard version of 16-C7 does not include Standard Red Roses.
- The Keepsake mug holds 36 ounces and is food-safe.
- Remember to include the Hallmark branded pick.

Merchandise Tip: This novelty container is the perfect choice to hold holiday candy canes for the children to enjoy throughout the season or a warm cup of cocoa.

B13-3602 The FTD Red Poinsettia Basket (Large)

- This item should be filled with an 8" red poinsettia plant.
- When at all possible, the plant should be placed in a whitewashed plant basket, pot cover or similar container that has a liner to prevent leaks.
- Inspect the plant for any broken, yellowing or dried leaves and remove them; ensure that the plant is properly watered before sending out for delivery.
- Protect the Poinsettia plants during extreme weather conditions, as they are sensitive to freezing in northern climates.

16-C3 The FTD Celebrate the Season Centerpiece

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the centerpiece bowl by properly hydrating the floral foam and then securing it to the container.
- Attach the four-pronged base to the bottom of the lantern and insert into the floral foam before adding any evergreens or flowers to ensure stability.
- Add greens to the design tray prior to adding the flowers, and fill in only where necessary to complete.
- Include ribbon accents and votive candle with each design for your customers to enjoy.

Merchandise Tip: The hurricane and candle can be repurposed and enjoyed on the dining room table or fireplace mantle for many holidays to come.

15-C11 Dayspring God's Gift of Love by FTD

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the design tray by properly hydrating the floral foam and then securing it to the container.
- Attach the plastic cone-shaped figurine holder to the resin Nativity figurine and insert into the floral foam before adding any evergreens or flowers in ensure stability.
- Please include the Sentiment Ribbon with your design for your customers to enjoy.

Merchandise Tip: The Nativity figurine is a nice keepsake to enjoy from year to year.

16-C1 The FTD Holiday Celebrations Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare the vase with the proper proportion of water and flower food.
- Create a natural grid of evergreen branches as a foundation to hold the remaining flowers in place.
- Clean the stamen from the lilies as they develop as to not stain the flower.
- The Standard size does not include the Standard Red Roses.
- The Deluxe, Premium and Exquisite sizes do not include The Standard Red Carnations.