



TAKE YOUR BUSINESS FURTHER™



FTD Christmas 2018 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 allow 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 in mind scale and dimensions when building each design; this is key to the perceived value and satisfaction of your customers.
- Ribbon is an accessory and should only be used when called for in the recipe and only then used in the same manner 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.

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 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 poinsettia plants during extreme weather conditions, as they are sensitive to freezing in northern climates.



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B15-4924: The FTD® Holiday Classics™ Bouquet

- 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.

B23: The FTD® Frosted Findings™ 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.
- Remove the stamen from the lilies as they develop as to not stain the flowers.
- Remove all needles from the evergreen stems that will be below the water line in the vase to prevent decay.

B24: The FTD® Holiday Happenings™ 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.
- Remove all needles from the evergreen stems that will be below the water line in the vase to prevent decay.

B26: The FTD® Winter Walk™ 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.
- Remove all needles from the evergreen stems that will be below the water line in the vase to prevent decay.

18-C1: The FTD® Sweet Joy™ 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. Incorporating cedar will allow a softer look over the edge of the container.
- Clean the stamen from the lilies as they develop as to not stain the flowers.
- Insert the lilies closer to the center to better protect them during delivery.



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18-C2: The FTD® Gracious Gift™ 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.
- Add the pinecone and ribbon pic from the accessory set as well as two extra pinecones as shown in the picture
- The Standard size of 18-C2 does not include roses.

Design Tip: Insert the bow to the left of center allowing the two attached pinecones to cascade.

18-C3: The FTD® Beautifully Bright 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 design tray 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 insure stability.
- Insert the ribbon accents that are included in the accessory set.
- Complete the centerpiece with natural pinecones.

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

18-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.
- Allow extra hydration time to allow the alstroemeria and pompons to develop and open.
- The Standard size of 18-C4 does not include roses.
- The Deluxe, Premium and Exquisite versions do not include standard red carnations.
- Complete the design by adding the holiday ribbon from the accessory set.

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



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18-C5: The FTD® Christmas Magic™ 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 the holiday ribbon from the Accessory Set.
- The Standard version of 18-C5 does not include hypericum berries in the recipe.
- The Exquisite version of 18-C5 does not include standard red carnations.

18-C6: The FTD® Joyous 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 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 flowers.
- Cluster the natural pinecones together to create a strong accent.

18-C7: The FTD® Christmas Cabin™ 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 by properly hydrating the floral foam and then securing it to the container.
- Lightly green the container with evergreens prior to creating the design, then add the flowers and berries in a non-geometric pattern creating a natural organic feeling.

Merchandise Tip: Decorate your dining room table with a combination of two or three of these designs for a more updated look.

18-C8: The FTD® Stunning Style™ 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 the proper proportion of water and flower food.
- Lightly green up the design then complete the arrangement by adding the flowers and premium foliage.



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18-C9: The FTD® Dreaming™ 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.
- Clean the stamen from the lilies as they develop as to not stain the flowers.

18-C10: The FTD® Striking Elegance™ Bouquet

- This arrangement features the Grouping Technique by placing similar materials in one specific area in the design.
- Properly hydrate the floral foam and secure to the container.
- Insert the Amaryllis first, prior to any evergreens or other materials. This will insure a solid secure placement of the hollow stems.
- Support the Amaryllis stems with a Hyacinth stake or a similar discarded woody stem.
- Keep the foliage tight to the container.
- Create a loop with one of the Aspidistra leaves by rolling it and staple or pierce through with the natural stem.

18-C11: Dayspring God's Gift of Love™ Centerpiece 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 to ensure stability.
- Please include the Sentiment Ribbon to your designs for your customers to enjoy.
- The Standard version does not include roses or mini carnations.

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

18-C12: The FTD® Make It Merry™ Tree

- Properly hydrate the floral foam.
- Create the tree shape foundation by cutting the foam and secure to the design tray.
- Add boxwood assorted winter evergreens to create the tree shape.
- Insert all of the fresh flowers per recipe.
- Complete the over-all design by adding the accessories – holiday ribbon and ornament balls.



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18-C13: The FTD® Holiday Homecomings™ Basket

- This is a mixed arrangement of all winter evergreens and each material should be evenly distributed throughout the design.
- Properly hydrate the floral foam prior to placing the basket liner. Secure the foam to the liner and then secure the liner to the basket.
- Add the berry pics and plaid ribbon bow from the accessory set, along with two natural pinecone pics to complete the arrangement.

18-C14: The FTD® Take Me Home™ 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 foliage loops by piercing or stapling the Aspidistra foliage.

18-C15: The FTD® I'll Be Home™ Bouquet

- This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Properly hydrate the floral foam and secure to the liner.
- Remove the stamen from the lilies as they develop as to not stain the flowers.
- The Standard version does not include green trick dianthus.

18-C16: The FTD® Wishlist™ Bouquet

- This arrangement features the Grouping Technique by placing similar materials in one specific area in the design.
- Properly hydrate the floral foam and secure to the container.
- Insert the Amaryllis first, prior to any evergreens or other materials. This will insure a solid secure placement of the hollow stems.
- Support the Amaryllis stems with a Hyacinth stake or a similar discarded woody stem.
- Keep the foliage tight to the container.
- Keep this version of the arrangement shorter and close to the bowl
- Create a loop with one of the Aspidistra leaves by rolling it and staple or pierce through with the natural stem.

LUX187: The FTD® Gala Luxury™ 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.