

## Dear FTD® Florists,

For more than 100 years, FTD has stood for quality, innovation and worldwide floral delivery. We were the first in the industry to establish a quality assurance program more than seven decades ago. Today, we continue to foster this strong tradition by consistently developing new programs and services that are designed to help our florist network members deliver the best quality product.

With innovative florist and consumer protection programs, exclusive education courses and notable business tools, FTD continually seeks new, collaborative ways to improve the floral purchasing experience for consumers and the fulfillment and delivery process for florists. As a member of FTD, you have the opportunity to benefit from new tools available on FTDi.com that focus on continual quality improvement and operational excellence.

I encourage you to learn more about the FTD quality assurance programs available. Our goal is to give you the tools and resources that can help your business achieve quality objectives and benchmarks to measure success and exceed your customers' expectations. As always, we appreciate your partnership and you can trust sending your next order FTD.



**Robert Apatoff**  
FTD President &  
Chief Executive Officer



The FTD® Sunlit Meadows™  
Bouquet by Better Homes  
and Gardens® (HG1d)



### IN THIS ISSUE:

- NEW! FTD Introduces Quality Training Tools
- 2013 Quality Star Award Recipients Announced
- Delivery Confirmation Tips
- From Concept to Creation:  
*The Lifecycle of an FTD Codified Container*

The Benchmark



NEW!

## Introducing New Quality Training Tools on FTDi.com

**FTD has over 100 years of experience as an innovative leader promoting quality and process improvement throughout the floral industry. Today, we focus significant resources annually on improving programs to benefit our floral network.**

Two new quality training tools on FTDi.com will provide FTD Florists with a platform to receive essential information, feedback and coaching about how to enhance their quality processes. The Test Order Management System and Product Recipe Catalog ensure that all member florists have access to instruction and guidance resulting in the creation of high-quality floral arrangements. Member florists can access the new quality training tools online at [FTDi.com/Quality](http://FTDi.com/Quality).

### Secret Shoppers Test Order Quality

The Test Order Management System measures the quality of delivered floral arrangements ensuring the entire FTD florist network follows the practice that all customers will be provided with the same high-quality product.

Each month, FTD randomly tests a group of member florists using a third-party agency. The secret shopper evaluates the order on quality, accuracy and delivery, takes its picture upon receipt and on days three, five and seven, and assesses it over a seven-day period in conjunction with the FTD 7-Day Satisfaction Guarantee policy. The secret shopper then communicates their findings to FTD.

Depending upon the results, the FTD Quality Assurance Team recognizes the tested florists with a certificate or recommends corrective action. A training program is available for shops that do not pass the test order. Test order results are available for review by the florist in the Test Order Management System online.



The FTD®  
Sweet Surprises®  
Bouquet  
(C12-4792d)



Actual test order assessment for The FTD® Sweet Surprises® Bouquet.

### One-Stop Recipe Resource

The Product Recipe Catalog is a comprehensive tool where member florists can access all elements and specifications of an FTD florist-filled recipe, offering design tips by item and guidelines for flower substitutions. It also interfaces with the Floral Selections Guide to provide characteristics of flower varieties and selections. FTD Florists can simply search by item number, recipe name and fresh product or hard goods included in a recipe, such as roses, lilies and codified containers.

**Learn more at [FTDi.com/Quality](http://FTDi.com/Quality).**

*The FTD® Advantage*

**Business Solutions | Path to More Orders | Leading Technology | Brand & Innovation**

# CONGRATULATIONS

## 2013 Quality Star Recipients Announced



The FTD Quality Star Program is a great resource that provides a uniform and consistent measurement of quality by taking actual, quantitative order data to calculate an exemplary quality level. The quality calculation gives FTD Florists a benchmark to show a comparison of eligible florists within the FTD network. FTD Florists that are at or above this “quality bar” will receive an FTD Quality Star.

The FTD Quality Star rating is evaluated each four-month directory cycle and FTD Florists that successfully meet the important designation’s criteria for the entire year receive an FTD Quality Star Award. We are pleased to announce that more than 1,000 florists successfully received the Quality Star for all three directory cycles in 2013! You can trust sending your next order FTD.

Visit [FTDi.com/Quality/Star](http://FTDi.com/Quality/Star) to view the full list of 2013 Quality Star Award Recipients.

## It Is Simple to Send a Delivery Confirmation

**DON'T FORGET!**  
All FTD orders must  
be delivery confirmed  
by 7 pm (local time)  
after the order  
is delivered.

In today’s technological environment, many consumers expect real-time notification when an order they placed has been delivered. To help achieve consumer satisfaction and the FTD goal of 100% delivery confirmation, FTD offers a variety of technology tools to make it quick and easy to submit a delivery confirmation.

### FTD Mercury Mobile App

Empower your delivery driver to send delivery confirmations on the go with FTD Mercury Mobile App. The cutting-edge application is available to FTD Mercury and Mercury Connect users for all iOS and Android devices. Users can also confirm deliveries remotely, either from individual orders displayed in the FTD Mercury Mobile Undelivered Orders screen or by an order number if working off of a delivery manifest.

### FTD Unconfirmed Deliveries

FTD Mercury Direct users have access to FTD Unconfirmed Deliveries ([FTDconfirm.com](http://FTDconfirm.com)), enabling them to easily process delivery confirmations that are sent over the Mercury Network to the sending florist or FTD.com.



For more information, visit [FTDi.com/Quality/Delivery](http://FTDi.com/Quality/Delivery).

Questions? Contact the FTD Quality Department today.  
800.788.9000 | [quality@FTDi.com](mailto:quality@FTDi.com) | [www.FTDi.com/Quality](http://www.FTDi.com/Quality)



# From Concept to Creation:

## *The Lifecycle of an FTD Codified Container*

Innovation and quality have long been an iconic part of FTD's storied 104-year-old history. At the heart of our commitment to these core values is the treasured FTD Codified Exclusives Collection. From initial design concepts through the product delivery to our member florists, the process of creating each codified vase takes precision, accuracy and quite a bit of time.

### **Phase 1: Conceptualization**

A cross-functional team at FTD must determine what container designs will be popular to consumers one year before it is available on the market. Vases begin as a concept, inspired through innovation, trends, design, engineering, quality assurance and consumer research.

### **Phase 2: Product Development**

Once the concept has been developed and approved, we work with our partners in China to determine the ability to manufacture product and packaging specifications, production schedules, testing and inspection requirements.

### **Phase 3: Manufacturing**

During the manufacturing phase, vases start out as basic raw materials. Glass, as a raw material, is comprised of a powder material with several different elements and compounds. It is heated at a high temperature until it becomes molten glass that is hand blown by a skilled artisan with a blowpipe. Once the glass is rolled and shaped into a vase to meet FTD specifications, it is cooked, washed, painted, baked and cut into the final design. Skilled artisans work to make our handblown product unique and beautiful for our customers.

The vases undergo rigorous testing and inspections to ensure our high-quality standards are met along with compliance regulations and laws. FTD quality standards include chemical and mechanical safety testing, packaging testing and reviewing vases for aesthetic and cosmetic conformance.

### **Phase 4: Delivery**

Once the vases are approved, they are packaged in cartons and loaded onto ships in containers bound for the United States. It can take three to four weeks for a ship to sail from China to U.S. ports. Once in the U.S., the vases are transported to FTD warehouses and then sent to our member florists.

*FTD Senior Director of Merchandising Karenlee Casas and FTD Quality Manager LaShaunda Morris travel to China twice a year to oversee the manufacturing process.*



The FTD® Thanks Bouquet (TTYd)



Quality Department Contact Information  
800.788.9000 | [quality@FTDi.com](mailto:quality@FTDi.com) | [www.FTDi.com/Quality](http://www.FTDi.com/Quality)



"Like" us at [facebook.com/MercuryNetwork](https://www.facebook.com/MercuryNetwork).