



FTD Valentine's Day 2017 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.
- 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.

17-V2 The FTD® Sweethearts™ 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.

E2-4305 The FTD® Long Stem Red Rose Bouquet

- This design is of a single type of flower and all of the same color. The roses should be thoughtfully designed and evenly distributed throughout the design, in their own space and with equal balance.
- Prepare your vases with the proper proportion of water and flower food.
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place.
- You will notice there is no bow in this design, and the addition of any ribbon is unnecessary.

17-V4 The FTD® Hold Me In Your Heart™ Rose Bouquet

- This is a mono botanical arrangement and the roses 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.

C15-4790 The Precious Heart™ Bouquet by FTD®

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare your vases with the proper proportion of water and flower food.
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place.
- You will notice there is no bow in this design, and the addition of any ribbon is unnecessary.

C12-4792 The Sweet Surprises® Bouquet by FTD®

- This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance.
- Prepare your vases with the proper proportion of water and flower food.
- Lightly green your vases prior to creating your design, this will help to support the flowers and hold them in place.
- You will notice there is no bow in this design, however there is a piece of ribbon simply tied around the choke of the vase.
- Please note that there are no Hot Pink Roses in the Standard size.

17-V3 The FTD® Perfect Impressions™ Bouquet

- This is a mixed arrangement and the flowers should be evenly spaced 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.

C16-4839 The FTD® Stunning Beauty™ 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.
- Lightly green the vase prior to creating the design, this will help to support the flowers and hold them in place.
- You will notice there is no ribbon bow in this design and the addition of any ribbon is unnecessary.
- Clean the stamen from the lilies as they develop as to not stain the flower.

17-V1 The FTD® Lasting Romance® 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.

17-V3R The FTD® In Love with Red Roses™ Bouquet

- This is a mono botanical arrangement and the roses 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 guard petals from the Roses for a clean and manicured look.

17-V6 The FTD® Love You XO™ 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 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.