

Learn the 7 secrets of world-class florists

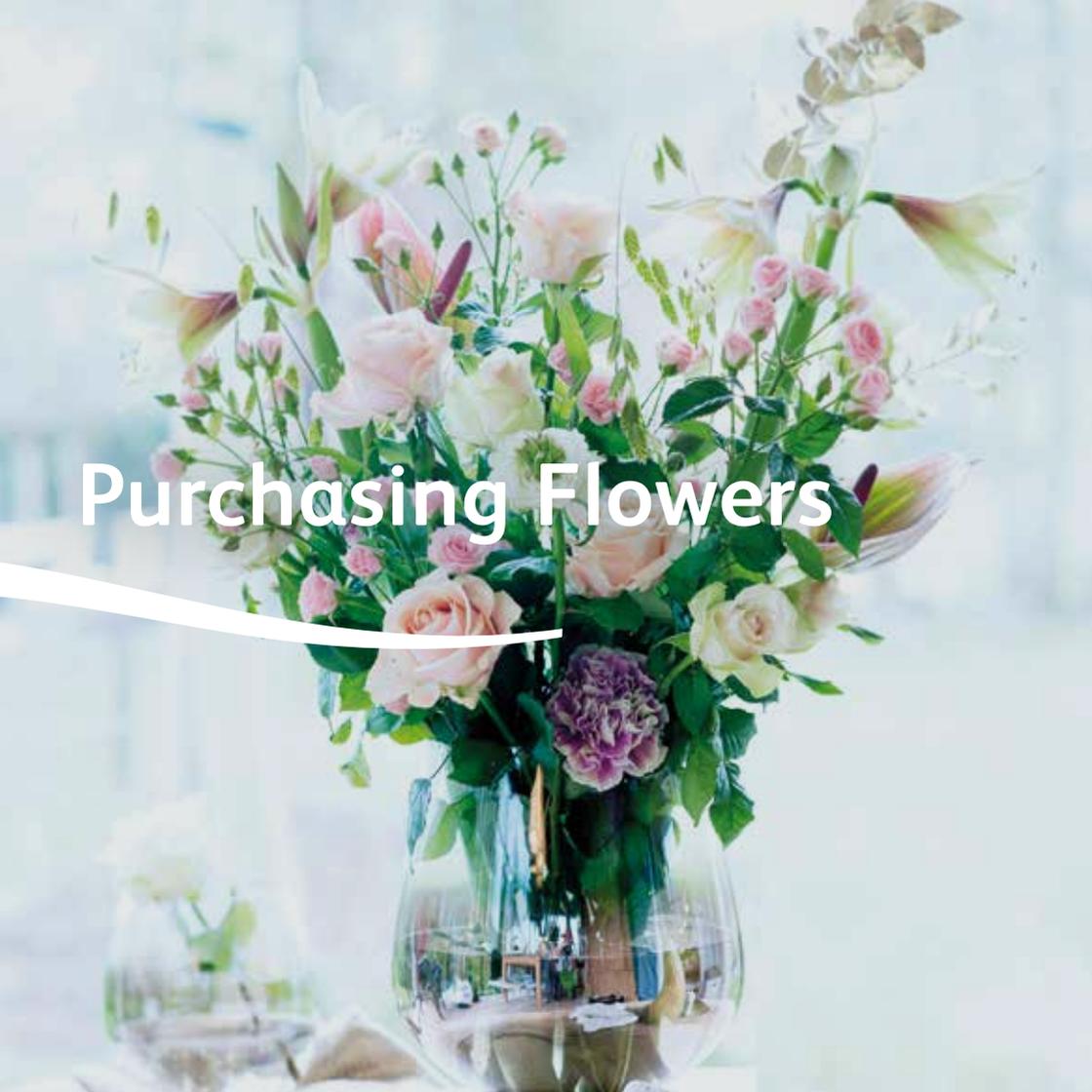




Dear florist,

Creating beautiful bouquets and designs is a skill, which you, as a professional florist have mastered over time through experience. But the hard work doesn't start or end there; making your flowers look at their best for as long as possible for your customers is also a crucial skill. With these step-by-step do's and don'ts, our famous 'Code of Practice', we hope to help you navigate the minefield from purchasing flowers all the way through to point of sale and after care.





Purchasing Flowers

Don't buy your flowers too immature

Make sure that you don't buy flowers too immature and underdeveloped. Immature flowers may not open consistently and, particularly with pale colours, may not even open at all. Flowers that are too immature are also much more prone to dehydration. In Rosa especially, this can quickly cause 'bent-neck'.

Make sure your flowers last both the sales period and the consumer phase

To give your designs the best vase life and lasting enjoyment for your customer, buying top quality is always recommended. Flowers that are pre-treated by the grower will last longer. Ask about post-harvest treatments.

Receive the optimal post-harvest treatment throughout the chain

Make sure that your flower supplier is providing stock that has received the optimal post-harvest treatments throughout the chain. The difference may not seem obvious at first glance, but these effects will play out over time and significantly affect the performance and vase life of the flower - either positively or adversely.



Hygiene

Ensure your work areas are cleaned frequently

Ensure that all your work areas including tables, walls, knives, pruning shears and cold-store are cleaned frequently to prevent contamination of the flowers and the spreading of diseases.

Sweep up the leaves and dead plant material

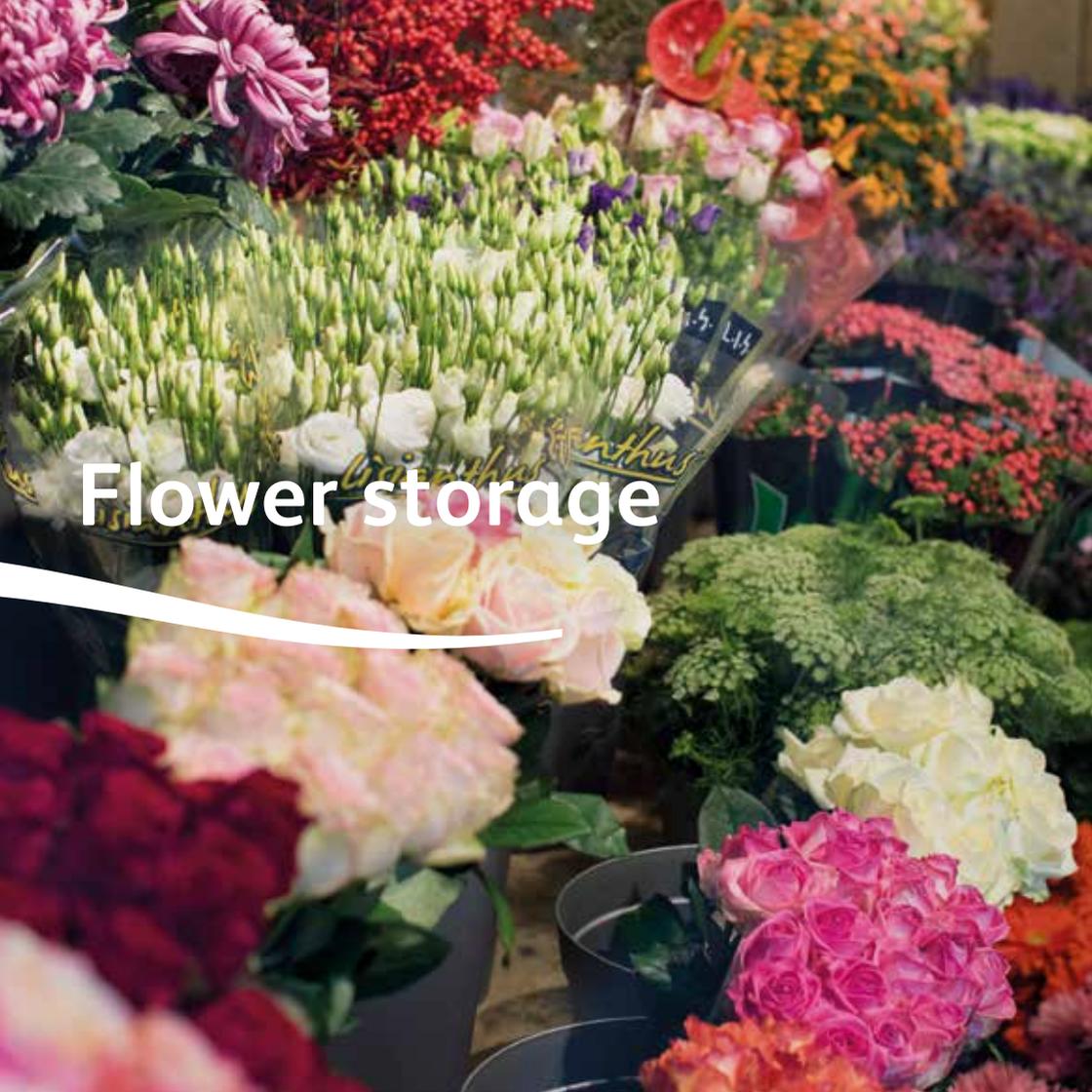
Immediately sweep up leaves or dead plant material from tables, floors, the cold store etc as these can be a source of Botrytis infection.

Use Chrysal Cleaner

We recommend the use of Chrysal Cleaner in containers and vases. This is a 'soft' cleaning products that is non-aggressive for cut flowers. Chrysal Cleaner also won't cause any bleach spots on clothing and carpets, is not corrosive to metal and won't irritate your skin. Chrysal Cleaner does NOT contain chlorine.

Don't forget to run your Chrysal Dosing Unit

If you have a Chrysal Dosing Unit, don't forget to run Chrysal Cleaner through it on a regular basis. This can be done weekly as the Cleaner, once flushed through the Dosing Unit, will be perfectly mixed and can also be used to clean your buckets and vases. The Cleaner has a decalcifying and degreasing effect helping prevent blockages and maintain good working order of the Chrysal Dosing Unit.



Flower storage

Keep your flowers cold

If you store your flowers for a short period (maximum several days) in a cold store, fridge or chiller, which is constantly being opened and closed, we recommend choosing a temperature setting of between 5°C and 10°C and a relatively high humidity of 80-90%.

Try to avoid opening the door too frequently

Try to avoid opening of the door too frequently in order to prevent temperature variations, which can cause condensation and increase the risk of Botrytis developing.

Disinfect

Disinfect the walls and floors of your cold store on a regular basis.

Keep your flowers away from ethylene-producing produce

Do not store your flowers in a cold store that also contains ethylene-producing produce, such as fruit as this will significantly decrease the vase life of the flowers.



Flower storage

Care for flowers that are sensitive to low temperatures

Store flowers that are sensitive to low temperatures, such as amongst others Orchid, Euphorbia fulgens or Anthurium, at a temperature of 12°C - 15°C.

Make sure the air can circulate

If flowers are stored in their packaging in a cold store, fridge or chiller, ensure there is open space between the individual boxes and walls to allow the air to circulate, cool quicker and maintain the temperature in the boxes that are already cooled.

Use a plastic liner in metallic containers

A plastic liner should be used inside all metallic containers. Glass or plastic are the most suitable materials for use as flower containers/vases.

A person wearing a blue t-shirt is shown from the chest down, holding a large bouquet of cut flowers. They are using their hands to trim the stems. The background is dark and out of focus. The text 'Conditioning of cut flowers' is overlaid on the left side of the image in a white, sans-serif font.

Conditioning of cut flowers

Remove the packaging and cut off the stems

When your flowers are delivered, remove the packaging and cut off 5 – 10 cm from the stems using a sharp knife or pruning shears.

Remove the leaves that would end up below the water line

We recommend to remove the leaves that would end up below the water line as these will contaminate the vase water and reduce the vase life of the flowers. Place your flowers in a solution of water and Chrysal Professional 2.

Acclimatise

Allow the flowers to acclimatise in a cool place before putting them on display.

Do not damage stems

Do not remove thorns unless absolutely necessary. The 'wounds' created in this way will contaminate the container and vase water. If you use a mechanical defoliator, inspect the condition of the brushes on a regular basis. Worn and stiff brushes will cause a lot of stem damage.

Prevent your flowers from opening too soon

Chrysal Professional 2 contains 70% less flower food supplement compared to a consumer flower food sachet. This provides sufficient food for your flowers during the distribution and sales stage but prevents the flower from being over-stimulated and opening too soon whilst still in your shop.



Conditioning of cut flowers

Decrease flower waste, labour and water consumption

Using Chrysal Professional 2 decreases flower waste, labour and water consumption. Research has shown that each euro invested has a return of 15 times, by using Chrysal Professional 2 and the guidelines for keeping your bouquets and arrangement beautiful as long as possible.

Use fresh water

Always use fresh cold tap water and do not mix old vase water with fresh.

Accurate dosage

Accurate dosage of flower food is important for your flowers. Overdosing can lead to stem discolouration and burnt leaves, while underdosing can lead to delayed flower, colour and scent development and limp petals.

The Chrysal Dosing Unit can help with accurate dosage

Simple, effective and accurate dosing is easy to achieve with the use of the Chrysal Dosing Unit. This is a non-electrical pump powered by water pressure which combines the right amount of Chrysal Professional with water regardless of volume required.



Sales display

Arrange your flowers

Arrange flowers by colour, this makes it easier for the customer to choose.

Keep your flower hydrated

No need to overfill your containers with water, but ensure it's sufficient to keep the flowers hydrated.

Watch out for draught, heat and direct sunlight

Do not place your flowers in draughts, heat and direct sunlight.

Use of Chrysal Professional 2 and Chrysal Professional 3

Use Chrysal Professional 2 in the containers/vases on display. Use Chrysal Professional 3 in aqua-packs, finished vase arrangements and designs containing floral foam.

Use fresh water

Never mix old vase water with fresh or transfer from one vase to another.

FIFO

Aim for FIFO (first in first out), to prevent extended storage times.

Remove faded or damaged flowers and clean daily

Remove any faded or damaged flowers to keep your displays attractive as this will also reduce the risk of the development of Botrytis. If possible, clean the display area daily to prevent contamination of the containers and vases.



Point of Sale

Use of floral foam

Allow floral foam to absorb Chrysal Professional 3 naturally. Never force the foam by submerging in water as this can cause air pockets / dry patches to form within the foam, which will reduce the supply of water and food to the arrangement.

Provide your customer with flower food

Always provide your customers with a sachet or liquid stick of Chrysal Clear with each bouquet sold as well as giving them instructions as care tips for their bouquet.

Give your customers the right amount of flower food

Give your customers enough flower food with their bouquets. A sachet of flower food for half a litre is only enough for very small bouquets. Most bouquets require a larger vase of more than 1 litre, so provide sufficient for this as well as for topping up after a few days.

Mix it up

Powder and liquid Chrysal products may be mixed without any problems.



Speciality consumer flower food

Tulips, Iris, Anemone and Freesia

Tulips, Iris, Anemone and Freesia will all benefit from the addition of the specially formulated Chrysal Clear bulb flower food to help achieve their maximum natural bloom, colour and scent.

Lilium, Alstroemeria and Matthiola

To keep the leaves of Lilium, Alstroemeria and Matthiola green, Chrysal Clear Lilium & Alstroemeria flower food is recommended. Some growers even attach these sachets to make sure their cut flowers are optimally cared for when they arrive at the florists (Syringa, Bouvardia and Mimosa).

Rosa

Chrysal Clear Rosa flower food contains sufficient food for the full development of rose petals. It also maintains a good leaf quality and prevents 'bent-neck'.

A woman with long, wavy brown hair is smiling warmly. She is holding a large, vibrant bouquet of tulips in various colors including yellow, orange, pink, and purple. The bouquet is wrapped in brown paper. In her other hand, she holds a clear glass vase. The background is a soft, out-of-focus indoor setting.

Customers' Satisfaction

Flower food isn't a give away

Many florists may see flower food as a 'give-away' but we would always recommend including the costs in the retail price calculation.

THE LITTLE EXTRA MONEY IS MORE THAN COMPENSATED FOR BY CUSTOMERS' SATISFACTION AND THE OPPORTUNITY TO OFFER A 'VASE LIFE GUARANTEE' CONCEPT.

Care tips for your customers

Provide your customer with the following tips:

- Remove lower leaves which otherwise will be in the vase water, but don't remove the thorns.
- Cut at least 2 cm off the stem with a sharp clean knife or secateurs.
- Add flower food: following the instructions on the back of the pack regarding volume of water.

For more tips and our complete range of products, please check our website www.chrysal.com



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