



FloraLife

5 STEPS OF FRESH

for long-lasting flowers

1

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3

4

5



SMITHERS-OASIS GERMANY GMBH



Floralife

5 STEPS OF FRESH

for long-lasting flowers

1 HYGIENE

A basic requirement for a long-lasting flowers is proper hygiene. Part of it is the regular cleaning of floral buckets, tools, work surfaces, vases, containers, coolers, as well as shipping and packing areas.

2 HYDRATE

Give your dry transported flowers a jump start by pretreating their stem ends. This ensures maximum water and nutrient absorption.

3 NOURISH

Provide cut flowers with the right amount of nutrients to increase the quality and freshness of the flowers.

4 PROTECT

Refresh, vitalize and protect flowers with a final step of finishing spray.

5 CUSTOMER CARE

Your customers will be able to enjoy their flowers for a longer period of time if they add a sachet of Floralife® Flower Food to the vase water at home. Remind them!



1 Floralife® Cleaner

A basic requirement for long-lasting flowers is proper hygiene. Part of it is the regular cleaning of floral buckets, tools, work surfaces, vases, containers, coolers, as well as shipping and packing areas. Dilute the Floralife® Cleaner with water and fill it into a spray bottle. Afterwards spray the whole surface, which has to be



2 Floralife® Quick Dip 100

The starting aid for dry transported flowers is to treat the stem ends with Floralife® Quick Dip 100. A short immersion (1 sec.) is sufficient to free the cut surfaces. This ensures maximum water and nutrient absorption. Floralife® Quick Dip 100 revitalizes cut flowers that have been stored without water for a long time and returns them to full freshness. TIP: Do not dilute as the product is already a ready-to-use solution.



3 Floralife® Express Clear Ultra 200

A continuous supply with all necessary nutrients is essential. The nutrient supply starts at the grower, proceeds at the cut flower retailer and then continues at your place. Floralife® Express CLEAR ULTRA 200 is the perfect product for presentation on the sales floor. It is highly concentrated – 1 liter is sufficient for 200 liters of water. Express CLEAR ULTRA 200 works without having to cut the flowers' stems. After delivery, the cut flowers are directly placed in the sales container without any further processing.



4 Floralife® Finishing Touch

Floralife® Finishing Touch not only protects the flowers and reduces evaporation, but it also gives the bouquet a fresher look and brilliance. Contains important substances to keep the flowers fresh and to keep the color of the blossoms strong and lively. Prevents premature withering of the petals and dehydration.



5 Floralife® Express Universal 300

Your customers will be able to enjoy their flowers for a longer period of time if they add a sachet of Floralife® Flower Food to the vase water at home. Flower Food promotes water absorption, prevents hanging heads and prevents premature wilting. Furthermore, Express Universal 300 helps the blossoms to develop completely and prolongs the vase life of the flowers.

1 Hygiene

2 Hydrate

3 Nourish

4 Protect

5 Customer Care



5 STEPS OF FRESH FLORALIFE® CLEANER

powerful against dirt



Floralife® Cleaner

Size	Art. Nr.	Pc/Ctn	SU x Pc	Barcode Ctn	Barcode SU
250 ml (for 25 l ready-to-use solution)	84-12037	10	10 x 1	5414466120373	5414466730213
1 l jug (for 100 l ready-to-use solution)	84-12038	12	12 x 1	5414466120380	5414466830210
2 l canister (for 200 l ready-to-use solution)	84-10010	6	6 x 1	5414466100108	5024242459537

Special cleaner for regular cleaning of flower pots, cold store walls, tools (knives, scissors, etc.), work surfaces and dosing systems.



ADVANTAGES

- The regular cleaning of vases, work surfaces & tools is a basic precondition for long-lasting flowers
- Extends the life of flowers due to a clean environment
- Causes no damage to the cut flowers
- Dosing units remain free of dirt deposits when cleaned regularly
- Does not stain textiles

APPLICATION

- Dilute the Floralive® Cleaner with water and fill it into a spray bottle
- Spray the entire surface, which has to be cleaned, with the mixture and clean all containers and devices with a brush and the solution
- Let the cleaner soak in if necessary

DOSAGE

- 10 ml Floralive® Cleaner to 1 liter of water (1:100 = 1 %)

highly concentrated & cost-efficient

easy to use

Tip: Also clean your tools regularly



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5 STEPS OF FRESH FLORALIFE® QUICK DIP

energy boost for cut flowers



Floralife® Quick Dip 100

Size	Art. Nr.	Pc/Ctn	SU x Pc	Barcode Ctn	Barcode SU
250 ml	80-32021	10	10 x 1	5414466320216	5414466120236
1 Liter	80-10205	12	12 x 1	5414466020512	5414466102058
5 Liter	80-10200	1		5414466102003	

Ready-to-use solution for rapid energy boost, for pre-treatment directly after delivery to the shop. Especially dry transported flowers are stressed and need a fast energy boost and sustainable hydration.



ADVANTAGES

- Easy to use
- Suitable for all cut flowers
- Particularly effective for hydrangea, lilac, viburnum
- Maximizes water and nutrient absorption
- Ideal after dry transport
- Stressed flowers are revived in no time

APPLICATION

- Fill Quick Dip 5-6 cm high into an open container
- Cut the flowers (not necessary if Floralife® and Express freshness preservatives are used afterwards)
- Dip stem ends into Quick Dip for 1 second
- After clipping, place flowers directly into a solution of Floralife® Freshness Retaining Agent (e.g. Express Clear Ultra 200)
- Replace Quick Dip solution regularly, at the latest when it is cloudy or dirty
- Do not pour used solution back into the canister

Maximizes water and nutrient uptake

Kick start for stressed flowers

Tip: Very effective with Hydrangea, Lilac & viburnum



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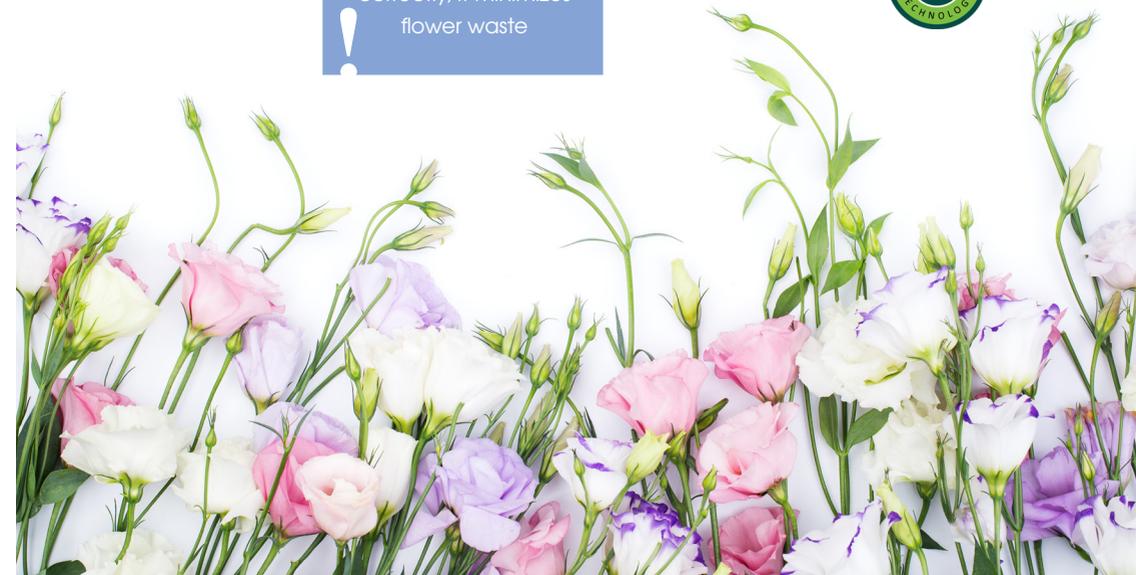
FLORALIFE® EXPRESS CLEAR ULTRA 200

the optimal treatment

optimal water & nutrient supply during transport and storage

no cutting of the flower stems necessary

Tip: When dosed correctly, it minimizes flower waste



Floralife® Express Clear ULTRA 200

Cut flower food highly concentrated, 100 l and 200 l barrel available approx. 15 days after incoming order

Size	Art. Nr.	SU x Pc	Barcode Ctn
5 l (for 1.000 liters ready-to-use solution)	81-52005	1	5414466520050
10 l canister (for 2.000 liters ready-to-use solution)	81-52006	1	5414466520067
20 l canister (for 4.000 liters ready-to-use solution)	81-51045	1	5414466510457
100 l barrel (for 20.000 liters ready-to-use solution)	81-51039	1	5414466510396
200 l barrel (for 40.000 liters ready-to-use solution)	81-51040	1	5414466510402

Alternative without Express-Technology: Floralife® CLEAR 200 / CLEAR Ultra 200



The supply with all necessary nutrients is indispensable from the beginning, i.e. already with receipt of the goods, so that the flowers remain fresh for a long time.



ADVANTAGES

- Express CLEAR ULTRA 200 works even without cutting the flower stems after receipt of goods
- Provides flowers with the right amount of nutrients during transport and storage
- Lowers the pH value and inhibits bacterial growth
- Reduces flower waste
- Improves the quality and freshness of cut flowers
- Suitable for all cut flowers
- Highly concentrated solution

APPLICATION

- Accurate dosing is very important and works best with the Floralife® Mixrite dosing system or the Floralife® hand pump
- After delivery, the cut flowers need to be placed in the sales container directly
- no daily water change necessary
- not suitable for metal vases

DOSAGE

- 5 ml Floralife® Express Clear ULTRA 200 to 1 liter of water (1:200 = 0.5 %)
- 1 liter of Floralife® Express Clear ULTRA 200 to 200 liters of water

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5 STEPS OF FRESH

FLORALIFE® FINISHING TOUCH

for more fun and freshness



Floralife® Finishing Touch

Vitalizes and protects flowers. Reduces evaporation.

Size	Art. Nr.	Pc x Ctn	Barcode Ctn	Barcode SU
1 Liter	83-10282	12 x 1	5414466028211	5414466102829

Finishing Touch keeps leaves and blossoms fresh, allowing the customer to enjoy his bouquet or his arrangement for a longer period of time.



ADVANTAGES

- Reduces evaporation
- Improves the moisture balance of cut flowers and foliage, keeping flowers fresh longer
- For prolonged preservation of the blaze of colors through vital additives
- Ideal for flowers and work pieces with fresh floral foam
- Indispensable for wedding and funeral floristry
- Applicable to all flowers

APPLICATION

- Ready-to-use solution, no mixing required
- Shake well before use
- Spray a thin layer on flowers & cut foliage at a distance of approx. 30 cm
- Allow the protective film to dry after spraying and do not place the sprayed flowers directly in the cooler to avoid hydration spots!

evaporation protection

spray once
- 24 hours freshness

Tip: Ideal for
Wedding & Funeral
floristry





5 STEPS OF FRESH FLORALIFE® EXPRESS UNIVERSAL 300

for happy customers



Floralife® Express Universal 300

Flower Food, powder

Size	Art. Nr.	Pc/Ctn	SU x Pc	Barcode Ctn	Barcode SU
5 g sachet	82-85014	500		5414466850140	
	82-85013	1000		5414466850133	
10 g sachet	82-85007	500		5414466850072	
	82-85005	1000		5414466850058	
2 kg bucket	82-84000	6	6 x 1	5414466840004	5414466000484
5 kg bucket	82-84001	1		5414466840011	

Alternative without Express-Technology: Floralife® Flower Food CLEAR 300

Explain to your customers that they will be able to enjoy their flowers for a longer period of time if they add Floralife® flower food to the vase water.



ADVANTAGES

- The bouquet can be placed in a vase at home without any annoying cutting of the flower stems
- Promotes water absorption
- Prevents hanging heads/leaves and premature withering
- Helps the blossoms to develop completely and prolongs the vase life of the flowers

APPLICATION

- Inform your customers about the correct dosage of Floralife® Flower Food and provide them with a sufficient amount of Flower Food bags to take home.

DOSAGE

- 10 g / 10 ml for 1 liter of water
- Under- or overdosing can even shorten the flower life in the vase!

no cutting necessary

prevents premature withering

Tip: only the correct dosage leads to success !



EXPRESS TECHNOLOGY:

- Works without cutting the flower stems
- The bouquet can be placed in a vase at home without any annoying cutting of the flower stems
- Long flower life without much effort





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More information at www.floralife.com



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