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Efficacy Tests on NEW Floralife Clear Professional® 2X ULTRA Flower Food

Introduction

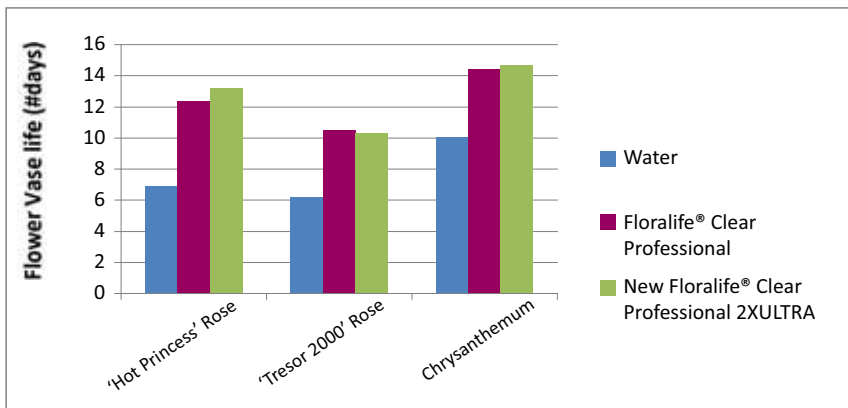
Floralife, Inc.'s regularly used product, Floralife Clear Professional® flower food, is recommended for use in short-term storage conditions of cut flowers (refrigeration coolers or at room temperature). The product is typically a holding solution for high volume users, such as growers, shippers, floral wholesalers and retailers, as well as bouquet manufacturers. Our current product is a 100 times concentrated formulation (meaning one gallon of concentrated formula makes 100 gallons of end use solution).

Floralife, Inc. has recently developed and introduced an even more concentrated version of this product named Floralife Clear Professional® 2X ULTRA flower food. This product is twice the concentration of the current product (1 gallon of the concentrated product makes 200 gallons of end use solution).

Research

We conducted extensive evaluations at the Floralife Walterboro Laboratory to compare the effectiveness of the current Floralife Clear Professional® to the new 2X ULTRA formulation. The following graph and photo show the results of this experiment.

Results



Water

Floralife® Clear Professional
Flower Food

Floralife® Clear Professional
2X ULTRA Flower Food

7 Days Vase Life

continued on back

Conclusion

The performance and benefits of the new concentrated Floralife Clear Professional® 2X ULTRA product is as good as the original Floralife Clear Professional® flower food. With this new product dosing injection systems need to be changed and set at **0.5% for proper dosing** for greatest effectiveness.

The new formula has many benefits specific to handling and cost for the user. Because it's a concentrate, this flower food is made with 22% less water, and packaging uses 100% less plastic than the original formula. Setting a new standard for the industry, we are trying to do our part in going "Green."

The benefits of reduced freight costs, 50% reduction in disposable drum cost, and reduction in handling and set-up are all good reasons to consider using the new 2X ULTRA. Not to mention its effectiveness in aiding the life of flowers.

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