

# FloraLife® Shield Ultra – The Facts

Which rose would you rather have on display at day 7?



Rose 'Freedom'

Normal Farm Treatment



FloraLife® Shield Ultra Treatment



Rose 'Luciano'



Vase life of flowers in days

0 2 4 6 8 10 12 14

Rose 'Freedom'

6.7

12

Rose 'Luciano'

7.4

13.8

Legend

Normal Farm Treatment

FloraLife® Shield Ultra Treatment



Why should you switch to the FloraLife® Shield Ultra treatment?

Because you will...

- ★ reduce your shrink.
- ★ be able to extend your sell by date.
- ★ improve the appearance of your flower displays.
- ★ improve your customer experience and result in repeat purchase and word of mouth.
- ★ get a longer vase life.
- ★ increase sustainability. Ultra concentrated product = Less plastic, freight and waste.
- ★ not compromise the 7-day consumer vase life guarantee.
- ★ improve the value of the ornamental appearance: color, aperture and consistency.
- ★ and because you will increase your bottom-line profit margin.

