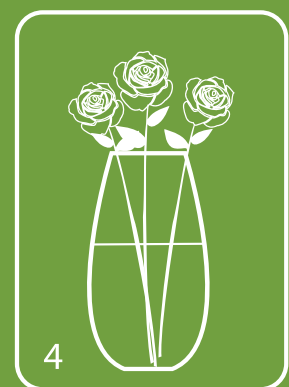
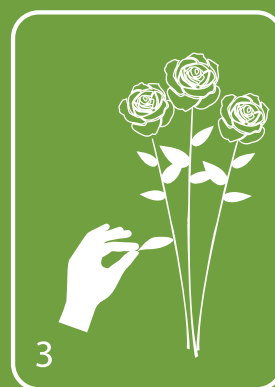
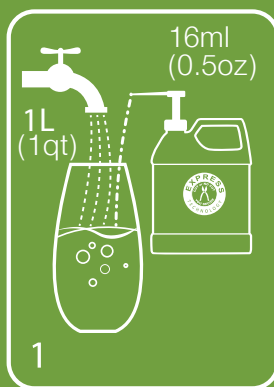




Express Universal 300 liquid is a revolutionary floral product that allows fresh cut flowers to be fed and fully hydrated without having to recut stems before arranging in a vase or floral foam. This premium flower food is perfectly formulated with ingredients to keep flower bouquets and arrangements looking fresh, increasing longevity, and improving quality. Appropriate for use with all flower types, Express Universal 300 encourages the flowers to properly start opening, showing vibrant colors. It promotes uptake for hydration and nutrition to help keep stems clear and free flowing for maximum enjoyment, resulting in enhanced consumer experience.

Directions for use

1. Remove foliage from the flower stem area which will be located below the solution level in the flower vase or container.
2. Make sure the vase or flower container is clean and sanitized prior to use.
3. Mix Express Universal 300 according to the package instructions for a finished flower food solution. Dispense 16 ml (0.5 ounces) of Express Universal 300 liquid per one liter (1 quart) of water.
4. Arrange flower stems in a clean vase or flower container filled with Express Universal 300 solution. If flowers are arranged in floral foam, soak foam in Express Universal 300 solution prior to designing. Add additional solution as needed.
5. Provide customers with packets of Express Universal 300 to enhance the beauty and freshness of their flowers and help ensure they get the maximum enjoyment from their purchase.
6. Good temperature management is critical throughout the distribution chain to the quality, freshness and ultimate longevity of the flowers. Place flowers in a 34 – 38° F cooler with 80 - 90% humidity. Maintaining low temperature and high humidity is important to reduce water loss and maximize shelf life.
7. Flowers exposed to ethylene fail to open or have a wilted appearance. Blocking ethylene should be done as a pretreatment at all levels of the floral industry. Shipments should be treated with EthylBloc™ from Floralife. Additionally, you should always store and merchandise flower displays away from produce or any other ethylene producing products when possible.



Difficult-to-hydrate crops, such as Hydrangea, may not fully hydrate with the Express products without recutting stem ends, depending on the storage and handling history of flowers. If the stem ends are cut, the Express products will provide best results with these crops. When unsure, we recommend that you do a quick in-house trial to confirm if recutting is needed to get the best benefits of this technology.