



## All About Roses

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There is no argument, roses are hands down the “it” flower. The rose is, throughout history, the most widely recognized and celebrated flower. Across a broad spectrum of mediums you will find roses on display, a fantastic feast for the senses. And the common theme in this multitude of appearances you ask? Love and romance, of course! The rose is not only beautiful, but also versatile. Roses can be used in literally any type of design, from classic to contemporary, there is nowhere roses can’t shine. A mind boggling number of vibrant colors, sizes, and shapes, there are so many commercially grown varieties available in the market that it’s safe to say the stunning designs that can be created using roses will continue to leave us breathless until the end of time.

June is national rose month which also happens to coincide with the most popular month for couples to tie the knot. So many roses, so many brides, finding the right fit can sometimes be a bit tricky. Rose varieties, just like brides, are not the same. Each one is unique and how you handle them makes

all the difference in how they will hold up under pressure. Knowing a rose variety's traits, and how you can best care for them, starts you down the path to a long and happy vase life together!

Bloom size, shape, aperture speed, color as the roses develop, guard petals, petal count, petal texture, fragrance, and foliage are all points to consider as you are selecting varieties to suggest for the big day. These traits will determine how the rose evolves when blooming.

Some common defects of roses are:

1. Sensitive to ethylene
2. Blooms fail to open
3. Premature bent neck
4. Petal burning
5. Improper or incomplete flower opening

We recommend:

1. Start with a clean bucket, sanitized with a professional flower cleaner such as FloraLife® D.C.D.® Cleaner.
2. Fill buckets with clean water mixed with flower food solution according to manufacturer's recommendation. Do not put flowers directly into metal/galvanized buckets and do not use softened water as the salt levels can be damaging to flowers.
3. Remove any foliage that may be below water.
4. If received dry packed, conditioning of stem ends is recommended to prevent blockage and promote uptake. Cut approximately 1" or more off stems. Use clean, sanitized clippers or knife, and treat with Florallife® Quick Dip.
5. Place stems immediately into prepared container.
6. Hydrate inside 34-38F (1-3C) cooler for a minimum 2 hours before using.

Opening or aperture speed varies so depending on the variety, and day of your event, allow adequate time outside of the cooler so they can bloom into their full glory.

Fun Fact: On November 20, 1986 President Ronald Reagan declared the rose the national floral emblem of the United States of America.

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