



## A Rose is Not A Rose...

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Take a look around the room, even if you are with your family, there are no two people who are exactly the same... even if you're twins! We all are unique though we are the same species. The human race comprises infinite combinations of unique individuals, each of us special in our own way, much like the rose.

Roses and people are a lot alike in this respect; no two are ever the same. Even when looking at a bucket of the same variety you will see subtle differences from bloom to bloom. Characteristics for each rose variety can vary greatly from size of bloom, petal count, thorns, foliage, shape of the bloom, fragrance and of course the color. You can expect their vase life and performance to be just as varied. Some rose varieties open quickly and hold; others take their time or only open to a "teacup" shape. Some varieties have a strong fragrance but do not last long while others do not have a smell and last longer. Better yet, some varieties have many petals and little foliage while others have the opposite. You get the idea.

The joy of discovering varieties is a lifelong pursuit for many. Learning what to expect from your varieties will help you to better purchase according to your needs and educate your

customers to do the same. The goal should be to maximize your customer's experience with flowers and an educated consumer is a repeat purchaser!

Just like us, roses love to be pampered but what is the best way to do that? Be sure to use flower food of course! We suggest using FloraLife® Express Technology\*, a revolutionary line of floral products that allows fresh cut flowers to be fed and fully hydrated without ever having to re-cut the stems. Cut or no cut you are sure your roses are going to last their longest!

**ABOUT US:** [FloraLife](#), a division of Smithers-Oasis, is a worldwide leader in postharvest flower care and handling. FloraLife has been for 83 years and counting, the flower care experts. Inventors of the first flower food in 1938, since then we've continued to partner with our clients to address specific quality concerns and create a line of floral care products suitable to feed, hydrate, nourish and protect at every level in the distribution chain. As a globally positioned company, we are proud to offer our expertise, consultation and education to anyone in the floral industry seeking knowledge and the tools necessary to provide only the freshest, long-lasting flowers to their customers.