

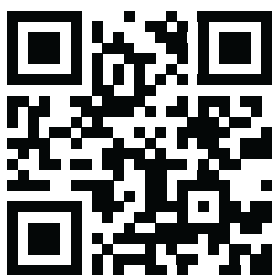
# Do Good. Every Day.

## Embrace sustainability with the new FloraLife® Flower Food Packets.

# FloraLife

●●●●●●●● Experts in Flower Care

floralife.com  
shop.floralife.com



If you're looking for ways to make your shop more eco-friendly, you will want to check out the latest from FloraLife. We have rolled out new flower food packet packaging that is more sustainable, and it's a game changer for our industry.

### What's New?

FloraLife has introduced a new type of film in North America for our flower food packets that is made up of 51.3% recycled materials. That's right — more than half of the plastic used is recycled, combining both post-consumer recycled (PCR) and post-industrial recycled (PIR) content. This means a lot less reliance on virgin plastic and a smaller environmental footprint overall. In simpler terms, this means that a good chunk of this packaging was used by consumers before being recycled back into the supply chain. How cool is that?

### Why It Matters?

**Less Pollution:** The new packaging cuts down greenhouse gas emissions by 12% and reduces fossil fuel use by 20%. That's a big win for our planet!

**Quality You Can Trust:** Don't worry — this new film doesn't compromise

on performance. Your customers will still get the same great results they expect from FloraLife® Products.

**Paper Option:** As an alternative to recycled plastic flower food packets, we also offer regular and moisture-resistant recyclable paper options.



### Why You Should Care?

As a florist, using sustainable products can really set you apart. More and more customers are looking for brands that care about the environment, and by choosing FloraLife® Flower Food, you're making a statement that you're on board with sustainability and quality.

### How to Get Involved:

**Spread the Word:** Let your customers know about the eco-friendly choices



you're making. People love to support businesses that prioritize the planet!

**Make the Switch:** Consider using and providing customers with FloraLife® Flower Food in your shop. It's a simple way to show your commitment to sustainability and quality, and offer your customers high-quality products.

**Stay Informed:** Keep an eye on FloraLife's efforts to bring even more sustainable options to the table. Staying updated will help you keep your shop ahead of the curve. This initiative is a big step forward in our commitment to sustainable packaging. It is all part of FloraLife's 2025 Sustainability Plan, which focuses on reducing waste and promoting eco-friendly practices.



### Reducing Floral Waste

It is more important than ever to keep an eye on our impact on the planet. Growing, processing, and delivering flowers uses a lot of resources to make sure beautiful, fresh flowers reach the consumer. At FloraLife, we're all about sustainability and have focused on five key commitments to help reduce our environmental impact — and support our partners, big and small, in doing the same. Those commitments are about tackling climate change, managing water use, building our sustainable product range, using sustainable packaging, and raising awareness among everyone involved.

Waste in the floral industry affects nearly every part of sustainability. It's crucial to find ways to cut it down. When a flower doesn't make it to the end customer, it's not just the

flower that goes to waste; it's all the resources that went into growing, packaging, and transporting it. By following the right care and handling practices, we can ensure top-quality flowers reach customers while also cutting down on waste, which helps lessen our environmental footprint.

### Say Hello to Effortless and Accurate Dosing!

Whether you're a wholesaler, event planning wizard, or florist extraordinaire, we've got something exciting just for you. Meet the FloraLife® QuickMix Handheld Dosing System — the compact, accurate, and budget-friendly solution to elevate your fresh-cut flower game! This nifty, Swiss-engineered device fits right in your hand and ensures your blooms get the hydration and feeding love they need and deserve.

#### Why You'll Love It

**Compact & Handy:** No more bulky equipment! This lightweight champion connects easily to any water source, making it your perfect partner in floral crime.

**Refill & Roll:** Keep an eye on your solution levels with the clear canister, and adjust your dosing settings with just a flick. Simple as that!

**User-Friendly Magic:** A gentle squeeze of the trigger does it all —

mixing water and FloraLife® solutions for a flawless blend. Think of it as the ultimate "mixologist" for your flowers!

**A Game-Changer for All:** This is a floral revolution! Say goodbye to dragging your buckets and vases to the dosing unit. With the FloraLife® QuickMix system, you now have the flexibility to move to them instead. It's all about convenience!

**Smart Dispensing:** With just a pull of the trigger, you can serve up exactly what your flowers crave! One full tank can tackle up to 250 vases or countless buckets with a single liter of solution. Choose from dilution ratios of 2ml, 5ml, 10ml, and 20ml/L — whatever floats your floral boat!

### Wrap-Up

FloraLife® Flower Food packets made with recycled materials are an exciting development for sustainability in our industry. By embracing these innovations, you're not just helping the planet — you're also boosting your shop's appeal. Together, let's create a greener future for floral business, one bloom at a time!

Ready to Transform Your Floral Experience? For more info on the FloraLife® QuickMix Handheld Dosing System, reach out to your local rep or hop on over to the FloraLife website. This delightful device is available globally! ■

