

RESEARCH UPDATE: FLORALIFE® BOUQUET WRAP

Transport Support – Keep bouquets hydrated, fresh, & beautiful!

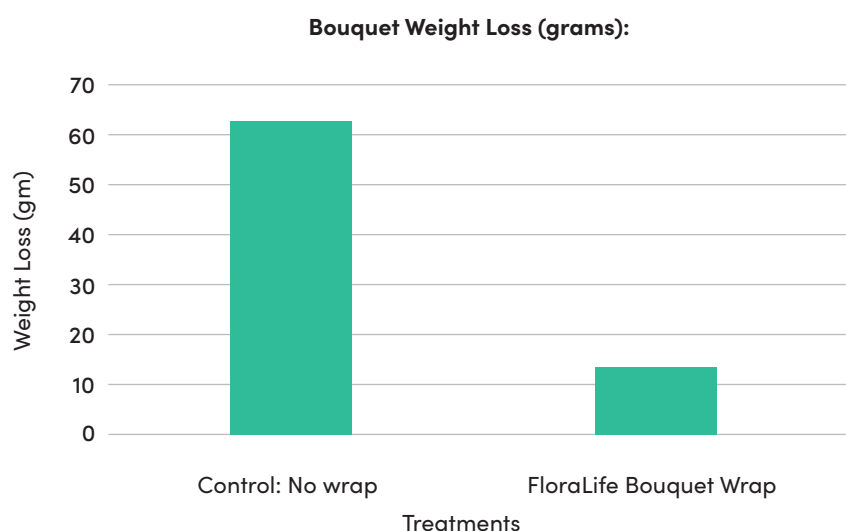
Why use a FloraLife® Bouquet Wrap?

We don't control the environment, but you can help your flowers stress less. FloraLife® Bouquet Wraps give you peace of mind that flowers will travel from your shop to your customer's home fresh, hydrated, and beautiful!

Fresh cut flowers will dehydrate and wilt without a water source, causing shortened vase life, or in extreme cases, early death. Temperature and humidity changes during transport will also affect the overall quality and vase life of flowers. FloraLife® Bouquet Wraps offer a user-friendly, convenient way to keep flowers fresh and hydrated for at least 48 hours, so they arrive at your customer's home just as gorgeous as when they left your shop! A great first impression with no waiting around for their flowers to perk up.

The Research:

Our team of research scientists evaluated the effects of using FloraLife® Bouquet Wraps on fresh cut flowers, testing factors such as fresh weight loss, vase solution uptake, and overall vase life after a simulated 48-hour transport period. Flowers treated with FloraLife® Bouquet Wraps stayed fresh and hydrated, experiencing only slight weight or water loss compared to our control group that didn't have the advantage of treatment. This enhanced the first impression "WOW" factor as well as reduced the time needed to refresh and rehydrate.



No FloraLife® Bouquet Wrap = Significant Water Loss During 48 Hour Simulated Transport

Average Bouquet Weight Loss	
Control: No Wrap	2.22 oz / 62.8 g
FloraLife® Bouquet Wrap	0.45 oz / 12.8 g

Bouquet out of the box after a 48-hour shipping simulation



Control (No Wrap)



With FloraLife® Bouquet Wrap

For 87 years and counting, the FloraLife® team has dedicated itself to the science behind caring for fresh-cut flowers. Pioneers in floral care-and-handling innovations, our research and development experts test and analyze flowers and products on a regular basis, resulting in high quality products you can trust.

Want to learn more? Our research updates related to fresh-cut flowers are published and available for anyone who'd like to increase their knowledge of the performance of specific flower varieties or flower products.



You can find detailed data and analysis for this study and many others at:
<https://floralife.com/research-updates/>

Interested in FloraLife® Bouquet Wraps? Contact your local FloraLife representative or visit www.Floralife.com with any questions you may have, we're happy to help!