

## RESEARCH UPDATE: FLORALIFE® BOUQUET WRAP

### Keep flowers fresh, even in fluctuating environments.

#### Why use a FloraLife® Bouquet Wrap?

You cannot control the weather, but you can help relieve flower stress. FloraLife® Bouquet Wraps offer a perfect insurance policy for your flowers from your shop to your customer's home.

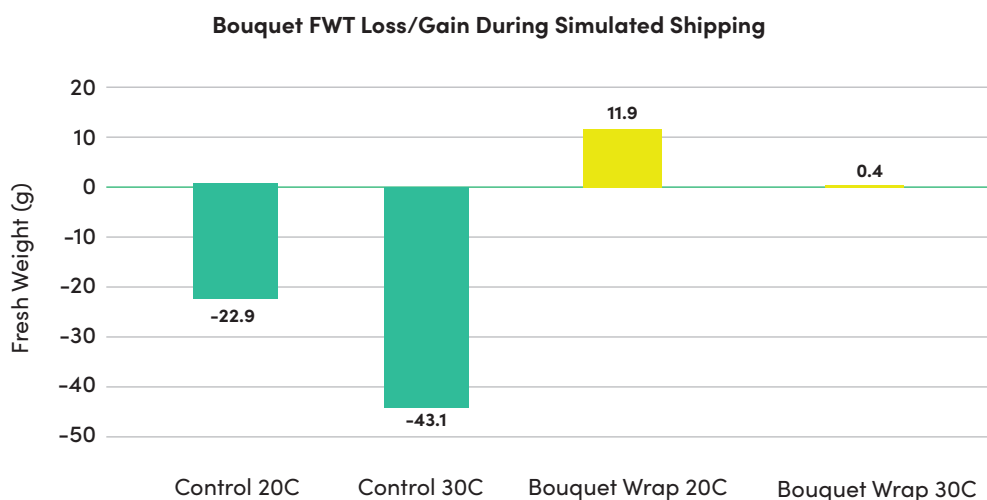
Temperature and humidity changes during delivery affect the quality and vase life of flowers. A FloraLife® Bouquet Wrap offers a user-friendly, convenient way to keep flowers fresh and hydrated.

Without a water source, flowers will start to wilt and dehydrate. With FloraLife® Bouquet Wraps you can keep flowers hydrated for at least 48 hours after application. Flowers will arrive fresh and ready to enjoy!

All the passion and dedication you've put into delivering the best doesn't stop when flowers leave the shop. With FloraLife® Bouquet Wraps, your customers will not only have a great first impression but immediately see the full value and instantly begin to enjoy flowers that look their best. Florallife ® Bouquet wraps help guarantee your customer's experience is always exceptional.

#### The Research:

Our team of research scientists evaluated the effects of using a FloraLife® Bouquet Wrap. We evaluated factors such as fresh weight loss, vase solution uptake, and overall vase life after a simulated 48-hour transport period at two different temperatures, 20C (68F) and 30C (86F). In the following data, the results speak for themselves! Flowers treated with FloraLife® Bouquet Wraps stayed hydrated and fresh, while flowers that didn't have the benefit of a wrap experienced significant water loss needing extra solution and extended time to recoup afterward.



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

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



Control (No Wrap) 20°C



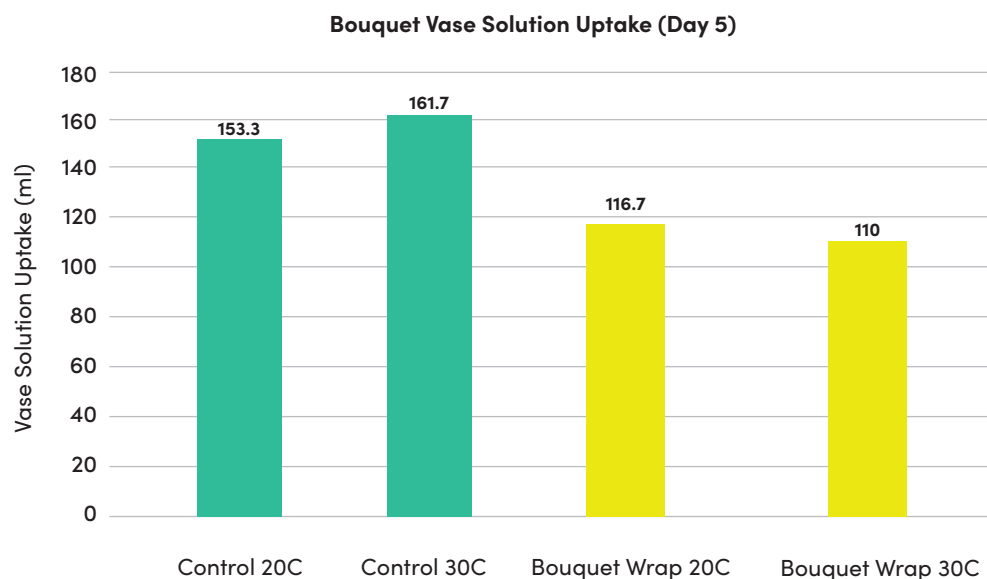
With FloraLife® Bouquet Wrap 20°C



Control (No Wrap) 30°C



With FloraLife® Bouquet Wrap 30°C



### No FloraLife® Bouquet Wrap = Significantly More Solution Needed to Fully Hydrate Again

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 more extensive information on 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](http://www.Floralife.com) with any questions you may have, we're happy to help!