

Roses

THE WEDDING BELLE!

Whatever a Bride's chosen style or color theme, you are guaranteed to find a rose that fits the brief perfectly! From classic white roses to blousy pastel garden roses, or profusions of miniature spray roses, the variety of choice is endless.

In addition to their beauty, treated correctly, roses are remarkably robust, making them perfect for bouquets and boutonnieres that last all day out of water.

So, for a stress-free wedding season, be sure to introduce your brides to the beauty and versatility of roses.

CONTEST

Send us a picture of your Rose arrangement(s) at marketing@floralife.com for a chance to win our Fresh-Cut Flower Care Kit. We will announce the winner on Monday June 13th, 2025.

ENTER TO

Win



CARE & HANDLING

VASE CARE

The outer petals of roses tend to be quite different from the inner petals, these are known as 'Guard Petals' and are a naturally occurring part of the rose. Many florists choose to remove the guard petals for aesthetic reasons, but they can also add a naturalistic element if left untouched. To remove them, simply hold each petal firmly and give them a gently tug to remove.

If open roses are required, order them to arrive 3-5 days before the event. Unpack roses on arrival and place them in a flower solution in a container that allows plenty of space between the heads. Store in ambient temperatures until desired open stage is achieved, then return to cooler until needed.

Remove any leaves that will be below the water line.

If received dry, cut approximately 1" or more off stems. Use clean, sanitized clippers or knife, and treat with FloraLife® Quick Dip.

Immediately place flowers in properly dosed vase solutions (flower food and water) containing FloraLife Crystal Clear® (the perfect solution for clear vases), or FloraLife® Express 300 (the no-cut premium solution).

Spray FloraLife® Finishing Touch on every bouquet or arrangement to lock in moisture. For Boutonnieres, corsages and bride's bouquets, we recommend spraying with FloraLife® Clear Crowning Glory®. It adds a clear coating to flowers, stems, and foliage to reduce water loss of floral arrangements that have no access to water.

WWW.FLORALIFE.COM

powered by
FloraLife