

# Valentine Roses

## PUT YOUR BEST FOOT FORWARD!

Although Valentine's Day peak can be a hectic and stressful period, it's also the one of only times of the year many consumers will purchase flowers. Bearing this in mind, it really should be used as an opportunity to over-perform and ensure each bouquet or arrangement is the best it can possibly be.

Therefore, it is advised to purchase the best quality roses you can, from a known and trusted grower, and be sure to treat each stem correctly to ensure the best consumer experience.

By going above and beyond on Valentine's Day, you have the best chance of securing repeat sales through the rest of the year. Be sure to send your customers home with FloraLife® Flower Food packets and know-how! Proper care and handling and educating customers will not only give your customers an amazing experience but have them coming back to you when it's time to buy roses again!

## CONTEST

Send us a picture of your Rose arrangement(s) at [marketing@floralife.com](mailto:marketing@floralife.com) for a chance to win our Fresh-Cut Flower Care Kit. We will announce the winner on Monday February 2nd, 2026.

ENTER TO

Win



## CARE & HANDLING

### PROCESSING FOR STORAGE OR TRANSPORT

- Start processing with a clean bucket, sanitized with FloraLife® D.C.D.® Cleaner.
- If received dry packed, conditioning of stem ends is recommended to prevent blockage and promote uptake. Cut approximately 1" or more off stems. Use clean, sanitized clippers or knife, and treat with FloraLife® Quick Dip.
- Place flowers in a flower food holding solution such as FloraLife® Express Ultra 200. Do not put flowers directly in metal/galvanized buckets. Use clean, high-quality water that has not been treated with a water softener.
- Store in a cooler at 34 - 38° F (1 - 3° C) with 75 - 85% relative humidity.
- Allow minimum 2 hours to hydrate placing buckets in an area with good airflow.
- Always remember FIFO (first in/first out) when rotating flowers.
- Spray FloraLife® Finishing Touch on every bouquet, boutonniere or arrangement to lock in moisture.

### VASE CARE

- 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 solution (flower food and water) containing FloraLife Crystal Clear® (the perfect solution for clear vases), or FloraLife® Express 300 (the no-cut premium solution).

### ADDITIONAL RECOMMENDATIONS

- Although not necessary, some Florists may choose to remove the guard petals for aesthetic reasons. To remove them, simply hold each petal firmly and give them a gentle tug to remove.
- Red roses may develop darkened petal edges due to temperature and sunlight conditions during growth. This is natural process that can happen during this time of year, and does not affect quality or vase life.

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