



1-800-flowers.com



2009

DESIGN RESOURCE GUIDE

Mother's Day, Late Spring, and Summer

PRODUCTS, PRICING, AND RECIPES





Welcome to Martha Stewart™ for 1-800-Flowers.com®

Spring returns with its warmer days and the soft, sweet hues of the season. Nature's spring palette of pastels—and its vibrant colors to come—are the inspiration for the Martha Stewart for 1-800-Flowers.com Spring and Mother's Day collections.

Martha Stewart has designed this season's products for our BloomNet Professional Florists with an eye toward fresh, clean, and elegant lines. There is a soft femininity to the arrangements, reflecting the luxuriant, fertile beauty of nature. For Mother's Day, her special selection of gifts will help your customers speak from the heart.

Her latest color story is influenced by the colors of spring tulips and the soft peach shades of new roses. Brighter color palettes mix yellow and lavender pink, while fragrant florals of Monte Cassino, and seeded eucalyptus will make a delightfully aromatic gift of springtime sweetness.

We invite you to browse through the design recipes, floral containers, and approved substitutions presented here to help familiarize yourself with the line. Our vases have been expressly crafted for each item, and were inspired by pieces in Martha's personal collection.

It is with great pride that we present our new Spring and Mother's Day collections. Thank you again for your support and participation in the exciting Martha Stewart for 1-800-Flowers.com program.

We look forward to sharing many more beautiful designs with you in the upcoming seasons and holidays.

Styling Tips

The Martha Stewart™ for 1-800-Flowers.com® team welcomes you as a member of our network of floral design experts. With our same-day delivery service, you and your staff are trusted with fulfilling product for our lifestyle brand, so we're thrilled to benefit from your level of training and expertise. We hope you will familiarize yourself with the basics of our styling and packaging aesthetic. With your enthusiasm and support, floral gifts from Martha Stewart for 1-800-Flowers.com are sure to inspire and delight.



PREPPING

- When prepping roses, remove all but the upper third of the leaves, and any guard petals that are torn or bruised.
- Always remove pollen stamens from lilies as they open. This will prevent the pollen from staining customers' clothing or surfaces.
- Calla lilies bruise easily, so handle with care.

GENERAL STYLING TIPS

- When arranging a mixed bouquet, alternate colors and varieties of flowers throughout, so component blossoms are visible from all perspectives.
- Bouquets should generally be rounded in shape, with flower heights varying slightly. This would add visual interest and a more natural, fresh-from-the-garden sensibility.
- There should be no foliage below the water line, only stems. Foliage should be used sparingly to accent the arrangement; use our visual image as a guide.

- When styling a mixed bouquet featuring hydrangeas, insert hydrangeas first and place them evenly around the edge of the container. Then add remaining items into spaces between hydrangeas (do not insert them directly into the heads of the hydrangeas).
- When arranging tulips, remove all but the top two tulip leaves. Use a knife to clean up the remaining length of tulip stems. To arrange, first insert tulips around the edge of the vase. Then fill in the center with stems of all the same length.
- When arranging a bouquet in a clear vase, straight stems become more shapely and dynamic if they're given a slight twist. First, gather the flowers into a large bunch that will fit snugly in the vase. Trim ends to the same length. Grasp stems and twist in opposite directions so that the stems spiral a bit; holding the spiraled stems in position, carefully work the bouquet into the vase. Use clear rubber bands to keep the twisted stems in place.

Martha Stewart™ for 1-800-Flowers.com®

2009 MOTHER'S DAY, LATE SPRING, AND SUMMER MARKETING PROGRAM

The Mother's Day time period brings so many opportunities to drive overall brand awareness and sales of these beautiful products. Our main objective is to differentiate both 1-800-Flowers.com and select BloomNet Professional Florists with Martha Stewart's unique floral creations. This year, we have created a new category of floral gifts for Mother's Day and Spring.

Floral arrangements available through our select network of BloomNet Florists will dominate the marketing and merchandising efforts of Martha Stewart for 1-800-Flowers.com. Wherever possible, all advertising—both online and offline—will feature the unique attributes and qualities of our florist-designed and delivered floral gifts.

OFFLINE MEDIA (ADVERTISING & PUBLIC RELATIONS)

Television

- TV Integration on the Martha Stewart Show—featuring Jim McCann

Radio

National radio spots through Sirius Satellite

- Radio integration - National and local radio spots

Public Relations

- Actively pitching for media coverage in both long and short lead publications

Print

- Dedicated spread included in all 1-800-Flowers.com catalogs distributed nationally
- Spring Catalog
- Mother's Day Catalog
- Retail POP Posters
- Retail Selection Guide

Phone

- Holiday messaging to promote the Martha Stewart for 1-800-Flowers.com Mother's Day assortment.

ONLINE MEDIA (EMAIL & WEBSITE)

Website

- Dedicated 1-800-Flowers.com home page product placement
- Merchandising of Martha Stewart for 1-800-Flowers.com products in all key product and occasion collections
- Branded Mother's Day boutique with appropriate content on 1-800-Flowers.com
- 1-year subscription (valued at \$14.95) with any purchase from a Martha Stewart for 1-800-Flowers.com collection
- Key placements and promotions on Marthastewart.com Home Page, Shopping, and Mother's Day sections

Email

- Integration in all 1-800-Flowers.com emails as well as weekly newsletter; generates seven million impressions per week
- Dedicated 1-800-Flowers.com emails to both Martha Stewart buyers and prospective new buyers
- Integration in Marthastewart.com email newsletters and merchandise emails
- Dedicated Marthastewart.com emails to subscriber and viewing audience

Interactive Marketing

- Key word search to drive customers to Martha Stewart for 1-800-Flowers.com boutique
- Inclusion of Martha Stewart for 1-800-Flowers.com products in all merchandising
- Weekly exposure in major portal, (Google, MSN, AOL, Yahoo) within the floral shopping channel



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PRODUCTS, PRICING, AND RECIPES

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MIXED ROSE BOUQUET

Product Code	#13508
Price	\$39.95
Start Date	Live
End Date	Open
Season	Core
Design	All-Around Arrangement
Dimensions	8"H x 7.5"W

STYLE TIP: Remove all foliage that sits below the water line. Remove any guard petals that are torn or bruised. Roses should be just starting to develop.



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Silver Julep Cup—PC #29531	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Magenta Spray Rose* (40cm)	Stem	3
	Red Rose* (50cm)	Stem	3
	Lavender Rose—'Cool Water'* (50cm)	Stem	3
	Galax	Bunch	50%

VIBRANT PURPLE BOUQUET

Product Code	#13416
Price	\$44.95
Start Date	Live
End Date	6/30/09
Season	Core
Design	All-Around Arrangement
Dimensions	13"H x 13"W

STYLE TIP: Remove all stock foliage in or close to water. Flowers should be firm to touch. Stocks are ethylene sensitive. Notify recipient to change floral water every other day.



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Lily Pond Thumbprint Vase—PC #29527	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Lavender Stock	Stem	5
	Purple Stock	Stem	5

PINK ORIENTAL LILY BOUQUET

Product Code	#13431**
Price	\$69.95
Start Date	Live
End Date	Open
Season	Sympathy/Core
Design	All-Around Arrangement
Dimensions	23"H x 16"W

STYLE TIP: Remove all foliage that sits below neck of the vase. Before arranging, remove pollen stamens from lilies. Lilies should have one flower in—or starting—to bloom. Oriental lilies are very ethylene sensitive.

**Also available as:
PC#13908 - Pink Oriental Lily Bouquet - Sympathy for the Home



● ● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Fishbowl Bottle Vase—PC #29521	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Large-Headed Dark Pink 'Kiss Proof' Lily* (3+ blooms)	Stem	4
	Bear Grass	Bunch	33%

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PRODUCTS, PRICING, AND RECIPES

SWEET PINK BOUQUET

Product Code	#13809
Price	\$39.95
Start Date	3/30/09
Earliest Delivery Date	4/6/09
End Date	8/21/09
Season	Seasonal
Design	All-Around Arrangement
Dimensions	8"H x 9"W

STYLE TIP: Remove any damaged or bruised petals from flowers before arranging. Remove all foliage that sits below the water line. Do not use oasis foam. Arrange design low in container with flower heights varying slightly.



● NEW/CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Silver Julep Cup— PC #29531	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	White Carnation	Stem	3
	Pale Pink Spray Rose* (40cm)	Stem	3
	Pale Pink Rose 'Katherina'* (50cm)	Stem	4
	Variegated Pittosporum (3 laterals per stem)	Stem	1

SUNRISE BOUQUET

Product Code	#13812
Price	\$49.95
Start Date	5/18/09
End Date	8/21/09
Season	Seasonal
Design	All-Around Arrangement
Dimensions	11.5"H x 13.5"W

STYLE TIP: Remove all foliage that sits below the water line. Remove any damaged or bruised petals before arranging bouquet. Bouquet should create a slightly rounded dome shape. Do not use oasis foam.



● NEW/CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Lily Pond Thumbprint Vase— PC# 29527	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Orange Alstro	Stem	6
	Orange Rose* (50cm)	Stem	6
	Green Hypericum	Stem	4

SUMMER'S ESSENCE BOUQUET

Product Code	#13813
Price	\$49.95
Start Date	5/18/09
End Date	8/21/09
Season	Seasonal
Design	All-Around Arrangement
Dimensions	12"H x 11.5"W

STYLE TIP: Remove all foliage that sits below the water line. Remove any damaged or bruised petals before arranging bouquet. Bouquet should create a slightly rounded dome shape. Do not use oasis foam. Use Solidaster as a grid to support the roses.



● NEW/CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Bamboo Grove Vase— PC# 29520	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Yellow Rose— (50cm)	Stem	6
	Solidaster	Stem	5
	Kermit Mum	Stem	4



VIBRANT BLOSSOM BOUQUET

Product Code	#13524
Price	\$49.95
Start Date	Live
End Date	8/21/09
Season	Core
Design	All-Around Arrangement
Dimensions	12"H x 11"W x 7"D

STYLE TIP: Remove all foliage that sits below the water line. Notify recipient to change floral water and cut stems every other day. Flower heights should vary slightly to create a natural style design. Do not use oasis foam.



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Lily Pond Thumbprint Vase—PC #29527	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Bupleurum*	Stem	2
	Orange Carnation*	Stem	5
	Burgundy Snapdragon	Stem	3
	Magenta Spray Rose (40cm)	Stem	3
	Lavender Freesia—'Blue Heaven'*	Stem	5

SWEET MEADOW BOUQUET

Product Code	#13811
Price	\$54.95
Start Date	3/30/09
Earliest Delivery Date	4/13/09
End Date	8/21/09
Season	Seasonal
Design	All-Around Arrangement
Dimensions	17.5"H x 14"W

STYLE TIP: Remove any damaged or bruised petals. Use seeded Eucalyptus and White Monte Cassino as a grid to support the roses.



● NEW/CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Skylands Celery Vase—PC #29522	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Lavender Rose—'Cool Water'* (50cm)	Stem	6
	White Monte Cassino	Stem	3
	Seeded Eucalyptus	Stem	1

COUNTRY ROSE BOUQUET

Product Code	#13814
Price	\$59.95
Start Date	3/30/09
Earliest Delivery Date	4/6/09
End Date	6/26/09
Season	Seasonal
Design	All-Around Arrangement
Dimensions	16"H x 9"W

STYLE TIP: Remove all foliage that sits below the water line. Flowers should be just starting to develop. Flower heights and colors should vary slightly throughout the design, to create a natural style. Upon delivery, notify the recipient that this arrangement will drink a lot of water.



● NEW/CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Skylands Celery Vase—PC #29522	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Lavender Rose—'Cool Water'* (50cm)	Stem	3
	Pale Pink Rose (50cm)	Stem	3
	Pale Pink Spray Rose (40cm)	Stem	3
	Variegated Pittosporum (3 laterals per stem)	Stem	2

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PRODUCTS, PRICING, AND RECIPES

ROSE AND SNAPDRAGON BOUQUET

Product Code	#13720**
Price	\$59.95
Start Date	Live
End Date	6/26/09
Season	Sympathy/Core
Design	All-Around Arrangement
Dimensions	19.5"H x 11"W

STYLE TIP: Remove all foliage that sits below the water line. Flowers should be just starting to develop. Flower heights and colors should vary slightly throughout the design, to create a natural style.

**Also available as:
PC#13904 - Rose and Snapdragon Bouquet - Sympathy for the Home



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Skylands Celery Vase— PC #29522	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Pale Pink Carnation	Stem	5
	Pale Pink Spray Rose (40cm)	Stem	3
	Pale Pink Snapdragon	Stem	5
	Variegated Pittosporum (3 laterals per stem)	Bunch	25%

TRUMPET LILY BOUQUET

Product Code	#13418
Price	\$59.95
Start Date	3/12/09
Earliest Delivery Date	4/6/09
End Date	4/17/09
Season	Seasonal
Design	All-Around Arrangement
Dimensions	28"H x 21"W

STYLE TIP: Remove all foliage that sits below the neck of vase. Before arranging, remove pollen stamens from lilies. Lilies should have one flower in—or starting—to bloom. Lilies are very ethylene sensitive.



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Fishbowl Bottle Vase— PC #29521	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Fragrant Trumpet Lily (2+ Bloom)	Stem	5

ENCHANTED BLOSSOMS BOUQUET

Product Code	#13816
Price	\$69.95
Start Date	3/20/09
Earliest Delivery Date	4/13/09
End Date	6/26/09
Season	Seasonal
Design	All-Around Arrangement
Dimensions	19"H x 14"W

STYLE TIP: Remove all foliage that sits below the water line. Flowers should be just starting to develop. Flower heights and colors should vary slightly throughout the design, to create a natural style. Upon delivery, notify the recipient that this arrangement will drink a lot of water. Lilies should have one flower in—or starting—to bloom.



● NEW/CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Skylands Celery Vase— PC #29522	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Pink Rose (50cm)	Stem	3
	Stargazer Lily (2 + Bloom)	Stem	3
	White Monte Cassino	Stem	3
	Star of Bethlehem	Stem	5
	Variegated Pittosporum (3 laterals per stem)	Stem	2



COTTAGE GARDEN BOUQUET

Product Code	#13817
Price	\$69.95
Start Date	3/30/09
Earliest Delivery Date	4/13/09
End Date	6/26/09
Season	Seasonal
Design	All-Around Arrangement
Dimensions	13"H x 13"W

STYLE TIP: Remove all foliage that sits below the water line leaving the rest to fill arrangement. Remove any guard petals that are torn or bruised. Roses should be just starting to develop. Notify recipient to change floral water and cut stems every other day. Bouquet should create a slightly rounded-dome shape.



● NEW/CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Lily Pond Thumbprint Vase— PC #29527	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Pale Pink Rose (50cm)	Stem	6
	Star of Bethlehem	Stem	5
	White Double Freesia	Stem	3
	Pale Pink Spray Rose (40cm)	Stem	5
	Variegated Pittosporum (3 laterals per stem)	Stem	2

SWEET PEACH BOUQUET

Product Code	#13818
Price	\$69.95
Start Date	3/30/09
Earliest Delivery Date	4/13/09
End Date	8/21/09
Season	Seasonal
Design	All-Around Arrangement
Dimensions	19"H x 15"W

STYLE TIP: Remove all foliage that sits below the water line. Flowers should be just starting to develop. Flower heights and colors should vary slightly throughout the design, to create a natural style. Upon delivery, notify the recipient that this arrangement will drink a lot of water. Lilies should have one flower in—or starting—to bloom.



● NEW/CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Skylands Celery Vase— PC #29522	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Peach LA Lily*	Stem	3
	Peach Rose (50cm)	Stem	6
	White Double Freesia	Stem	5
	Variegated Pittosporum (3 laterals per stem)	Stem	2

MODERN ROSE MEDLEY

Product Code	#13820
Price	\$69.95
Start Date	3/30/09
Earliest Delivery Date	4/20/09
End Date	6/26/09
Season	Seasonal
Design	All-Around Arrangement
Dimensions	11"H x 10"W

STYLE TIP: Remove all foliage that sits below the water line. Flowers should be just starting to develop. Flower heights and colors should vary slightly throughout the design, to create a natural style. Upon delivery, notify the recipient that this arrangement will drink a lot of water.



● NEW/CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Bamboo Grove Vase— PC #29520	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Lavender Rose — 'Cool Water'* (50cm)	Stem	6
	Pink Rose* (50cm)	Stem	6
	Pale Pink Spray Rose (40cm)	Stem	5
	Variegated Pittosporum (3 laterals per stem)	Stem	3

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PRODUCTS, PRICING, AND RECIPES

CLASSIC RED ROSE BOUQUET 1 DOZEN

Product Code	#13742
Price	\$79.95
Start Date	Live
End Date	Open
Season	Core
Design	All-Around Arrangement
Dimensions	18"H x 15"W

STYLE TIP: Remove all foliage that sits below the neck of the vase, leaving the rest to fill the arrangement. Remove any guard petals that are torn or bruised. Roses should be just starting to develop.



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Classic Silvered Vase— PC# 29524	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Red Rose— 'Freedom'* (60cm)	Stem	12
	Bupleurum	Stem	3
	Green Pittosporum	Bunch	25%

CLASSIC RED ROSE BOUQUET 2 DOZEN

Product Code	#13744
Price	\$139.95
Start Date	3/30/09
Earliest Delivery Date	4/13/09
End Date	Open
Season	Core
Design	All-Around Arrangement
Dimensions	20"H x 16"W

STYLE TIP: Remove all foliage that sits below the neck of the vase, leaving the rest to fill arrangement. Remove any guard petals that are torn or bruised. Roses should be just starting to develop.



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Burnished Gold Vase — PC #29525	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Red Rose — 'Freedom' (60cm)	Stem	24
	Bupleurum	Stem	5
	Green Pitosporum (3 laterals per stem)	Bunch	50%

MIXED ROSE AND STOCK BOUQUET

Product Code	#13428**
Price	\$89.95
Start Date	Live
End Date	6/26/09
Season	Sympathy/Core
Design	All-Around Arrangement
Dimensions	18"H x 14.5"W

STYLE TIP: Remove all foliage that sits below the water line, leaving the rest to fill the arrangement. Design should be generally rounded in shape, with flower heights varying slightly throughout. Roses should be just starting to develop.

**Also available as:
PC#13882 - Mixed Rose and Stock Bouquet
- Sympathy for the Home



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Ginger Jar Vase PC# 29533	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Peach Spray Rose— 'Ilsa'* (40cm)	Stem	5
	Pale Peach Rose— 'Versilla'* (50cm)	Stem	3
	Pale Pink Spray Rose— 'Majolika'* (40cm)	Stem	2
	Pale Pink Rose— 'Katherina'* (50cm)	Stem	3
	Cream Rose— 'Prophyta'* (50cm)	Stem	6
	Pale Peach Stock	Stem	5



YELLOW SUNFLOWER BOUQUET

Product Code	#13831
Price	\$69.95
Start Date	6/29/09
End Date	11/21/09
Season	Seasonal
Design	All-Around Arrangement
Dimensions	22"H x 16"W

STYLE TIP: Remove all foilage that sits below the water line. Deliver the arrangement filled with water. Upon delivery, notify recipient that this arrangement will drink a lot of water, and to change floral water and cut stems every other day.



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Cut Glass Vase — PC #29523	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Med-Large Sunflower	Stem	15

RADIANT BOUQUET

Product Code	#13944
Price	\$39.95
Start Date	6/30/09
End Date	9/26/09
Season	Core
Design	All-Around Arrangement
Dimensions	7"H x 7"W

STYLE TIP: Flower heights and colors should vary slightly throughout the design, to create a natural style. Remove all foliage that sits below the neck of the vase, leaving the rest to fill arrangement. Remove any petals that are torn or bruised.



● NEW/CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Silver Julep Cup — PC #29531	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Magenta Rose (50cm)	Stem	5
	Orange Spray Rose (40cm)	Stem	6
	Galax leaves	Stem	8

PURE SENTIMENT BOUQUET

Product Code	#13946
Price	\$99.95
Start Date	6/26/09
End Date	Open
Season	Core
Design	All-Around Arrangement
Dimensions	23"H x 23"W

STYLE TIP: Remove all foliage that sits below the neck of vase, leaving the rest to fill arrangement. Remove any guard petals that are torn or bruised. Lilies should have one flower in—or starting—to bloom. Roses should just be starting to develop.



● NEW/CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Ginger Jar Vase — PC #29533	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	White Oriental Lily (3+ bloom)	Stem	3
	Bupleurum	Stem	5
	Bells of Ireland	Stem	5
	White Rose (50cm)	Stem	6
	Variegated Pittosporum (3 laterals per stem)	Stem	3

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PRODUCTS, PRICING, AND RECIPES

CREAM AND PINK ROSE BOUQUET

Product Code	#13889
Price	\$99.95
Start Date	Live
End Date	Open
Season	Sympathy/Core
Design	All-Around Arrangement
Dimensions	20"H x 14"W

STYLE TIP: Remove all foliage that sits below the neck of the vase, leaving the rest to fill the arrangement. Remove any guard petals that are damaged or bruised. Designs should be generally round in shape, with flower heights varying slightly within the bouquet. Roses should be just starting to develop.



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Burnished Gold Vase PC #29525	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Cream Rose— 'Message'* (50cm)	Stem	12
	Pale Pink Rose— 'Katherina'* (50cm)	Stem	6

CREAM ROSE BOUQUET

Product Code	#13885
Price	\$79.95
Start Date	Live
End Date	Open
Season	Sympathy/Core
Design	All-Around Arrangement
Dimensions	22"H x 15"W

STYLE TIP: Remove all foliage that sits below the neck of the vase, leaving the rest to fill the arrangement. Remove any guard petals that are torn or bruised. Roses should be just starting to develop.



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Classic Silvered Vase PC #29524	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Cream Rose— 'Vendela'* (50cm)	Stem	12

ROSE AND EUCALYPTUS BOUQUET

Product Code	#13891
Price	\$89.95
Start Date	Live
End Date	Open
Season	Sympathy/Core
Design	All-Around Arrangement
Dimensions	20.5"H x 16"W

STYLE TIP: Remove all foliage that sits below the neck of the vase, leaving the rest to fill the arrangement. Remove any guard petals that are torn or bruised. Roses should be just starting to develop.



● CODIFIED PRODUCT

Vendor Reference	Hard Goods Description	Unit Measure	QTY
BloomNet	Classic Silvered Vase— PC# 29524	Each	1

In Order of Importance	Floral Description	Unit Measure	QTY
	Lavender Rose— 'Cool Water' (50cm)	Stem	12
	Seeded Eucalyptus	Bunch	50%



Mother's Day, Late Spring, and Summer 2009

MARTHA STEWART FOR 1-800-FLOWERS.COM EXCLUSIVE CONTAINER COLLECTION

BAMBOO GROVE VASE (PC #29520)

The origin of this vase was a rectangular box from Asia crafted of natural bamboo stalks. We've rendered the design in ceramic and colored it a warm neutral, so your flowers will really stand out. Vase measures 6"H.

Case Price: \$47.20



Product Details

Name	Bamboo Grove Vase
Code	29520
Unit Measure	6"H x 4.25"W
Unit Price	\$5.90
Case Pack	8
Case Price	\$47.20

USED TO FULFILL:

13813
13820

FISHBOWL BOTTLE VASE (PC #29521)

This unusual fishbowl bottle is modeled on a collector's antique distilling flask from a chemistry lab. It's perfect for showcasing strong, long-stemmed flowers like peonies or lilies. Vase measures 12"H. **Case Price: \$57.90**



Product Details

Name	Fishbowl Bottle Vase
Code	29521
Unit Measure	12"H x 6.5"D x 2"OD
Unit Price	\$9.65
Case Pack	6
Case Price	\$57.90

USED TO FULFILL:

13418
13431



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MARTHA STEWART FOR 1-800-FLOWERS.COM EXCLUSIVE CONTAINER COLLECTION

SKYLANDS CELERY VASE (PC #29522)

The Victorians served celery in elegantly shaped glass dishes like this. Our clear glass version has a deep vase and slender profile, and is based on a piece of amethyst glass from Martha Stewart's personal collection, housed in her Skylands home. Vase Measures 9.75"H. **Case Price: \$41.40**



Product Details

Name	Skylands Celery Vase
Code	29522
Unit Measure	9.75"H x 5"D x 3"OD
Unit Price	\$6.90
Case Pack	6
Case Price	\$41.40

USED TO FULFILL:

13720
13811
13814
13816
13818

CUT GLASS VASE (PC #29523)

Our Art Deco trumpet vase has a wide mouth, perfect for large floral displays and generous blossoms. The body, suggestive of flint glass or cut crystal, is etched with a design that helps to obscure flower stems. Vase measures 10.75"H. **Case Price: \$60.00**



Product Details

Name	Cut Glass Vase
Code	29523
Unit Measure	10.75"H x 6.75"D x 4.75"OD
Unit Price	\$10.00
Case Pack	6
Case Price	\$60.00

USED TO FULFILL:

13831

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MARTHA STEWART FOR 1-800-FLOWERS.COM EXCLUSIVE CONTAINER COLLECTION

CLASSIC SILVERED VASE (PC #29524)

The gleaming quicksilver shine catches light on our classic ceramic vase, styled like a piece from Martha's Lily Pond home. It's well suited to floral arrangements large and small, and, of course, very appropriate on the mantelpiece. Vase measures 10.25"H. **Case Price: \$51.00**



Product Details

Name	Classic Silvered Vase
Code	29524
Unit Measure	10.25"H x 5"D x 3.25"OD
Unit Price	\$8.50
Case Pack	6
Case Price	\$51.00

USED TO FULFILL:

13742
13885
13891

LILY POND THUMBPRINT VASE (PC #29527)

The distinctive furnishings of Lily Pond, Martha's East Hampton home, provide endless design inspiration. This vase is based on a piece of Art Deco pottery with a dimple shape pressed into its side. Vase measures 6"H. **Case Price: \$28.80**



Product Details

Name	Lily Pond Thumbprint Vase
Code	29527
Unit Measure	6"H x 4.5"W x 3"D
Unit Price	\$3.60
Case Pack	8
Case Price	\$28.80

USED TO FULFILL:

13416
13524
13817
13812



Mother's Day, Late Spring, and Summer 2009

MARTHA STEWART FOR 1-800-FLOWERS.COM EXCLUSIVE CONTAINER COLLECTION

SILVER JULEP CUP (PC #29531)

Our rounded, silvery cup is an iconic vase shape for Martha Stewart. Thoughtful proportions and subtly etched details make this vase elegant and dressy enough for formal table centerpieces. Vase measures 4.25"H.

Case Price: \$50.40



Product Details

Name	Silver Julep Cup
Code	29531
Unit Measure	4.25"H x 3.5"D
Unit Price	\$4.20
Case Pack	12
Case Price	\$50.40

USED TO FULFILL:

13508
13809
13944

GINGER JAR VASE (PC #29533)

The graceful shape of a glass ginger jar from Martha Stewart's personal collection inspired the design of this vase; ours is made from lovely clear glass. Vase measures 10"H. **Case Price: \$52.80**



Product Details

Name	Ginger Jar Vase
Code	29533
Unit Measure	10"H x 6.5"D x 4"OD
Unit Price	\$8.80
Case Pack	6
Case Price	\$52.80

USED TO FULFILL:

13428
13946
13914

Mother's Day, Late Spring, and Summer 2009

MARTHA STEWART FOR 1-800-FLOWERS.COM EXCLUSIVE CONTAINER COLLECTION

BURNISHED GOLD VASE (PC #29525)

Our classically styled vase is inspired by an antique vase Martha Stewart received as a gift from daughter Alexis. A beautiful burnished gold finish covers the hexagon shape. Vase measures 10"H. **Case Price: \$50.00**



Product Details

Name	Burnished Gold Vase
Code	29525
Unit Measure	10"H x 6"D x 3.5"OD
Unit Price	\$12.50
Case Pack	4
Case Price	\$50.00

USED TO FULFILL:

13744
13889



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PACKAGING CHART

Martha Stewart™ for 1-800-Flowers.com® Packaging Chart

Product Code	Product Name	Standard White Floral Carrier Tabs Up or Down	# of Branded Tissue Sheets	Clear Cello Length
13416	Vibrant Purple Bouquet	Down	1	36"
13418	Trumpet Lily Bouquet	Up	1	36"
13428	Mixed Rose and Stock Bouquet (also available as PC# 13882)	Up	2	65"
13431	Pink Oriental Lily Bouquet (also available as PC# 13908)	Up	2	65"
13508	Mixed Rose Bouquet	Down	1	36"
13524	Vibrant Blossom Bouquet	Down	2	65"
13720	Rose and Snapdragon Bouquet (also available as PC# 13904)	Up	2	58"
13742	Classic Red Rose Bouquet - 1 Dozen	Up	2	58"
13744	Classic Red Rose Bouquet - 2 Dozen	Up	2	65"
13809	Sweet Pink Bouquet	Down	1	36"
13811	Sweet Meadow Bouquet	Up	2	58"
13812	Sunrise Bouquet	Down	2	65"
13813	Summer's Essence Bouquet	Down	1	36"
13814	Country Rose Bouquet	Up	2	58"
13816	Enchanted Blossoms Bouquet	Up	2	58"
13817	The Cottage Garden Bouquet	Down	1	36"
13818	Sweet Peach Bouquet	Up	2	58"
13820	Modern Rose Medley	Down	1	36"
13831	Yellow Sunflower Bouquet	Up	2	65"
13885	Cream Rose Bouquet	Up	2	58"
13889	Cream and Pink Rose Bouquet	Up	2	58"
13891	Rose and Eucalyptus Bouquet	Up	2	65"
13914	White Oriental Lily Bouquet	Up	2	65"
13944	Radiant Bouquet	Down	1	36"
13946	Pure Sentiment Bouquet	Up	2	65"

Mother's Day, Late Spring, and Summer 2009

PACKAGING REQUIREMENTS

BRANDED PACKAGING



Product Details

Name	Tissue Paper
Code	29606
Unit Measure	24" x 36"
Unit Price	\$0.06
Case Pack	480
Case Price	\$27.50



Product Details

Name	Enclosure Envelope & Card
Code	29604
Unit Measure	4.875" x 3.375" Envelope measures: 5.125" x 3.625"
Unit Price	\$0.06
Case Pack	200
Case Price	\$12.00



Product Details

Name	Flower Food
Code	29605
Unit Measure	5mm x 9mm
Unit Price	\$0.05
Case Pack	200
Case Price	\$9.00



NON-BRANDED PACKAGING



Product Details

Name	Clear Cello Wrap
Code	29316
Unit Measure	1500ft, 24"W, 1.2mil
Unit Price	\$48.00
Case Pack	1
Case Price	\$48.00



Product Details

Name	Standard White Floral Arrangement Carrier
Code	29358
Unit Measure	4"H x 7"L x 7"W
Unit Price	\$0.52
Case Pack	100
Case Price	\$52.00

PACKAGING HOW-TO

After the utmost care has been taken to ensure recipe compliance as set forth in the Martha Stewart for 1-800-Flowers.com Design Resource Guide, it is now time to package this special floral gift.



FIGURE 1

STEP 1: Place carefully handwritten branded enclosure card into the Martha Stewart for 1-800-Flowers.com matching envelope and fold closed. Please pay special attention to spelling and presentation of enclosure card. Place completed gift card and envelope in standard (non branded) floral cardette and insert directly into the middle of the floral arrangement.



FIGURE 4

STEP 4: Cut required length of clear cellophane wrap (see enclosed Martha Stewart for 1-800-Flowers.com Packaging Chart) and lay clear cellophane lengthwise on wrapping surface. In the same lengthwise direction, place the designated quantity of Martha Stewart for 1-800-Flowers.com branded tissue paper on top of clear cellophane wrap (see enclosed Packaging Chart). **Please Note:** The logo on the tissue paper should be facing down so that it is visible through the clear cellophane upon delivery to the recipient, as shown in figure 1.



FIGURE 2

STEP 2: Place completed arrangement in appropriate vase packer (see enclosed Martha Stewart for 1-800-Flowers.com Packaging Chart) and staple so that the vase is snug and secure.



FIGURE 5

STEP 5: Bring both lengthwise edges of the cellophane and tissue up so they meet over the top of the arrangement, fold and neatly staple together the top corners of both sides as shown in figure 2.

STEP 6: Fold bottom edge of cellophane and tissue up to cover the vase packer, as shown in figure 3.

STEP 7: Carefully pinch both sides together, fold and neatly staple several times to secure packaging, as shown in figures 4 and 5.

STEP 8: Repeat steps 6 and 7 for the opposite side.



FIGURE 3

STEP 3: Attach Martha Stewart for 1-800-Flowers.com branded floral food packet to the vase packer so that it is visible from the same side as the enclosure card envelope, as shown in figure 1.



FINISHED PRODUCT IMAGE

See finished product image to the left for completed Martha Stewart for 1-800-Flowers.com florist designed gift.



Mother's Day, Late Spring, and Summer 2009

FRESH FLORAL REQUIREMENTS



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Basic	Carnation		n/a	Orange	A beautiful, durable flower that is available in a wide range of textures and colors.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity. Carnations are sensitive to ethylene gas.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Basic	Alstroemeria		n/a	Orange	A beautiful, durable flower with multiple laterals on each stem.

Care and Handling

Alstroemeria is extremely ethylene sensitive. Remove any foliage that will be below the water line, as it deteriorates quickly.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Novelty	Lily	Salmon Classic LA Hybrid	Advantage Bestseller Donau Royal Fantasy	Peach	Large multiple flowers per stem.

Care and Handling

Remove all leaves that will sit below the water level. Then cut stems under warm water and place in vase or bucket with room temperature water and floral preservative. Remove anthers as soon as the lily opens to prevent pollen stains. If the pollen has stained petals use a chenille or dry sponge to gently wipe the stain away.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Novelty	Pink Oriental Lily	Kiss Proof Lily	Lamancha Mero Star Starfighter	Medium Pink	Strong scented pink Oriental lily.

Care and Handling

Remove all leaves that will sit below the water level, then cut stems under warm water and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity. Before arranging, remove pollen stamens from lilies. Lilies are very ethylene sensitive.

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FRESH FLORAL REQUIREMENTS



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Novelty	Lily	Longiflorum Fragrant Trumpet Lily	n/a	White	Sweet-scented flowers with large trumpet-shaped blooms.

Care and Handling

Remove all leaves that will sit below the water level, then cut stems under warm water and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity. Remove anthers as soon as the lily flower opens to prevent pollen stains. Lilies are very ethylene sensitive.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Novelty	Freesia	Lavender Blue Heaven	Blue Moon Blue River Delta River	Lavender	Lavender single freesia with a spicy scent.

Care and Handling

Cut stems and place in a vase with room temperature and floral preservative. Re-cut stems and change water every other day to ensure longevity. Freesia are very ethylene sensitive.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Novelty	Double Freesia	Volante	Versailles Zephyr Duet	Pure White	Pure white double freesia with a spicy scent.

Care and Handling

Cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity. Freesia are very ethylene sensitive.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Novelty	Snapdragon		n/a	Burgundy	Spike shaped flower with multiple blossoms on each stem.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity.





Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Novelty	Stock		n/a	Lavender	Dense spiked flower with double blossoms and a spicy scent.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity. Stock are very ethylene sensitive.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Novelty	Stock		n/a	Purple	Dense spiked flower with double blossoms and a spicy scent.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity. Stock are very ethylene sensitive.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Novelty	Stock		n/a	Pale Peach	Dense spiked flower with double blossoms and a spicy scent.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity. Stock are very ethylene sensitive.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Novelty	Snapdragon	Potomac Rose	Apple Blossom Early Pink Light Rose	Pale Pink	Spike shaped flower with multiple blossoms on each stem.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity.

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FRESH FLORAL REQUIREMENTS



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Basic	Thyrsoides	Ornithogalum		White	Common name "Star of Bethlehem". Multiple cup-shaped flowers radiate from a leafless green stem.

Care and Handling

Cut stems and place immediately in a vase or bucket with room temperature water and floral preservative. Re-cut stems every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Rose	Rose	Cool Water (50cm)	Blue Curiosa Delilah Blue Bird Maritim	Lavender	Cool Water roses are a large-headed lavender rose with a nice scent.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Rose	Rose	Freedom	Forever Young Classy First Red Red Berlin	Red	Freedom is a large-headed red rose.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Rose	Rose	Katherina (50cm)	Vanity Candy Bianca Esther Charming Unique	Pale Pink	Katherina roses open into a very large rose with a high petal count.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.





Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Rose	Rose	Orange Unique (50cm)	Milva Orange Juice Miracle Spicy	Orange	Strong orange rose with high petal count.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Rose	Rose	Prophyta (50cm)	Arianna Crème de la crème	Cream	Prophyta is a small-headed warm cream rose.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Rose	Rose	Skyline (50cm)	Yellow Unique Judy Yellow Timeless	Yellow	Skyline roses open into a muted yellow and have a slightly scented bloom.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Rose	Rose	Versilia (50cm)	Donna Prima Donna Sundance Eos	Pale Peach	True peach rose with good longevity.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.

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FRESH FLORAL REQUIREMENTS



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Spray Rose	Spray Rose	Ilsa (40cm)	Peach Surprise Spray Roses	Peach	Pinky-peach spray rose with many petals on each bloom.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Spray Rose	Spray Rose	Majolica (40cm)	Lydia Diadeem Ritmo Evelien Jana	Pale Pink	Majolica is a soft-pink spray rose with multiple petals on each bloom.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Spray Rose	Spray Rose (40cm)	Lovely Lydia	Super Nova Magenta Diadeem Joy Pink Sensation	Magenta	Lovely Lydia is a deep-pink spray rose with multiple petals on each bloom.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Filler	Aster	Monte Cassino	Casablanca Paquita	White	Spray asters have many laterals per stem with multiple daisy type flowers that cluster at the end of stalks

Care and Handling

Remove any foliage that will be below the water line, as it deteriorates quickly.





Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Basic	Chrysanthemum	Kermit Chrysanthemum	Yoko Ono Kiwi Rocky	Green	Kermit chrysanthemums are a bright green button chrysanthemum with multiple blooms per stem. Great longevity.

Care and Handling

Remove all leaves that will sit below the water level, then cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Filler	Bupleurum		Alchemilla Mollis	Chartreuse	This chartreuse flower adds a fresh touch to any arrangement.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Novelty	Hypericum		n/a	Green	Green hypericum berry with multiple berries on each stem.

Care and Handling

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.



Category	Flower	Variety	Variety Substitution	Color	Flower Characteristics
Foliage	Eucalyptus	Seeded	n/a	Gray/Green	Round leaf eucalyptus with multiple seeds per stem.

Care and Handling

Remove all foliage that will sit below the water level. Place immediately in a bucket with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.

Notes:

A large area of horizontal dotted lines for taking notes.

