

DESIGN RESOURCE GUIDE

# SUMMER & EVERYDAY 2012

*Summer of a Million Smiles*



### Summer of a Million Smiles

This summer, with your help, 1-800-FLOWERS.COM<sup>®</sup> is making it our goal to deliver a million smiles with our Summer of a Million Smiles campaign. As part of this campaign, we have developed products at a low price point with the goal of attracting new customers, generating incremental orders and encouraging recipients to pay it forward.

#### Benefits of Participation:

**Incremental Orders** - With a low price point of \$19.99, 1-800-FLOWERS.COM<sup>®</sup> will attract new customers who are not traditionally flower buyers. We expect that orders generated with this campaign will be incremental to the normal order volume that we would otherwise generate without this campaign.

**All Profits Go to the Florist** - 1-800-FLOWERS.COM<sup>®</sup> will pay Florists 100% of the retail value on all Summer of a Million Smiles products, while at the same time NOT charging any service fees to the customer.

BloomNet Florist participation in this program is opt-in only. If you do not call us to opt-in, we will assume that you do not want to participate and you will not receive orders for the products included in this campaign.

TO OPT-IN FOR THE SUMMER OF A MILLION SMILES CAMPAIGN, PLEASE CALL BLOOMNET CUSTOMER SERVICE 1-800-BLOOMNET (1-800-256-6663) BY JUNE 15!

There are three (3) products included in the Summer of a Million Smiles campaign. These products can be found in this Summer and Everyday 2012 Design Resource Guide: Summer of Smiles Sunflower (#100239), Summer Garden Topiary (#100240) and Bloomin' Cupcake Daisy (#100241). All of these products are priced at \$19.99 and will go live to consumers on June 18th.

The Summer of a Million Smiles campaign will be supported through 1-800-FLOWERS.COM<sup>®</sup> social media platform and campaign strategy. With approximately 500,000 fans in Facebook reaching 100 million friends and family, we have the largest social reach in the floral industry! What's more, this program will also be supported in all marketing channels, including email, web and online advertising. The 1-800-FLOWERS.COM<sup>®</sup> website will run a smile counter throughout the summer.

We encourage all BloomNet Professional Florists to join in our efforts to deliver a million smiles this summer by opting in to this program and create your own local retail store and community Summer of a Million Smiles campaign! Create an in-store display with these Summer of a Million Smiles products, as well as the other fun and unique summer products from 1-800-FLOWERS.COM<sup>®</sup> (such as the Smile Bouquet, Fresh Flower Flip Flop, and the festive Happy Hour Collection) to attract new customers and drive foot-traffic into your store. To help support your local marketing efforts, on June 24th we will post a Summer of a Million Smiles Marketing Kit under the Utilities Tab of BloomLink and will include a Summer of a Million Smiles Poster, Ad Slick, and Bounce Back Card. BloomNet Florists can download/send these printer-ready assets to your local printer and create your own Summer of a Million Smiles Campaign.

**We look forward to working together to deliver a million smiles -- or more!**

### Rose Spectacular

To leverage the reduced cost of roses during the summer months, increase sell-thru of Codified Containers, and help increase rose sales for BloomNet Professional Florists, this summer 1-800-FLOWERS.COM<sup>®</sup> will promote a Rose Spectacular which will feature a large variety of rose arrangements and will be prominently displayed on our website and marketing efforts throughout the season.

Similar to what we have done in prior years, some of the products included in the Rose Spectacular will be discounted to the customer by \$10 per dozen and florists will be paid at the discounted price of the arrangement. This will enable both 1-800-FLOWERS.COM<sup>®</sup> and the Florist share in the cost of the promotion, in return for higher consumer demand for these products.

#### Benefits of Participation:

**More Orders** - The Rose Spectacular will be a key area of focus in 1-800-FLOWERS.COM<sup>®</sup> marketing efforts during the summer and the promotional elements of this campaign are expected to generate orders that Florists who don't participate in the program will not be able to enjoy.

**Less Products, Larger Margins** - In an effort to maintain healthy margins for the Florist, we have specifically selected a smaller list of products at higher price points than in past summer rose sale promotions.

**Rose Spectacular Fresh Floral Pre-Book** - Be sure to take advantage of Fresh Floral Pre-books! Visit [www.bloomnet.net](http://www.bloomnet.net) to lock in pricing and secure inventory with competitively priced roses from BloomNet Products!

BloomNet Florist participation in this program is opt-in only. If you do not call us to opt-in, we will assume that you do not want to participate and you will not receive orders for the products included in the Rose Spectacular.

TO OPT-IN FOR THE ROSE SPECTACULAR PROMOTION, PLEASE CALL BLOOMNET CUSTOMER SERVICE 1-800-BLOOMNET (1-800-256-6663) BY JUNE 15!

Below is a list of the 1-800-FLOWERS.COM<sup>®</sup> products that will be discounted in the Rose Spectacular promotion. Please note that all of these products use Codified Containers. Therefore, to participate in this promotion BloomNet Florists must not only opt-in but also ensure that they are Codified for the 10"H Silver Vase (PC 92689) and/or Lenox Meadow Vase (PC 25861). Please be sure to download, complete, and fax the 1-800-FLOWERS.COM<sup>®</sup> Inventory Update Form which can be found under the utilities Tab in BloomLink.

Code	Product Name	# Roses	Original Price	Sale Price
91339	One Dozen Long Stem Roses in Silver Vase - Red	12	\$74.99	\$64.99
91339	Two Dozen Long Stem Roses in Silver Vase - Red	24	\$134.99	\$114.99
91340	One Dozen Long Stem Roses in Silver Vase - Assorted	12	\$74.99	\$64.99
91340	Two Dozen Long Stem Roses in Silver Vase - Assorted	24	\$134.99	\$114.99
17680	Rose Elegance in Lenox <sup>®</sup> Crystal Vase - Red	12	\$99.99	\$89.99
17680	Rose Elegance in Lenox <sup>®</sup> Crystal Vase - Pink	12	\$99.99	\$89.99
17680	Rose Elegance in Lenox <sup>®</sup> Crystal Vase - Assorted	12	\$99.99	\$89.99





VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
<b>HARDGOODS</b>				
Local Wholesale	Bud Vase		Each	1
<b>BloomNet</b> or Local Wholesale	Plastic Round Movable Eyes		Each	2
<b>BloomNet</b> or Local Wholesale	Chenille Stem (Black)		Each	0.25
<b>FLOWER</b>				
	Sunflower		Stem	1
	Solidago		Stem	1
	Salal		Stem	1

**START DATE:** 6/18/12  
**EARLIEST DELIVERY DATE:** 6/18/12  
**END DATE:** 9/7/12  
**SEASON:** Summer of Smiles  
**DESIGN:** One Sided Arrangement

**1-800-FLOWERS®  
 SUMMER OF SMILES  
 SUNFLOWER**

#100239 \$19.99 12"H x 3" L



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
<b>HARDGOODS</b>				
<b>BloomNet</b>	Green Plastic Cupcake Base PC #97585 - Codified		Each	1
<b>BloomNet</b> or Local Wholesale	Floral Foam Brick		Each	0.33
Local Wholesale	Birthday Candles		Each	1
<b>FLOWER</b>				
	Daisy Pom White		Stem	2

**NEW CODIFIED PRODUCT**  
**START DATE:** 6/18/12  
**EARLIEST DELIVERY DATE:** 6/18/12  
**END DATE:** 9/7/12  
**SEASON:** Summer of Smiles  
**DESIGN:** All Around Arrangement

**1-800-FLOWERS®  
 BLOOMIN' CUPCAKE® DAISY**

#100241 \$19.99 5.5"H x 5" L



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
<b>HARDGOODS</b>				
<b>BloomNet</b>	4.75" Green Tin Planter - Codified		Each	1
Local Wholesale	Floral Foam Brick		Each	0.33
Local Wholesale	Raffia		Each	1
<b>FLOWER</b>				
	Alstroemeria		Stem	3
	Sheet Moss		Stem	1

**CODIFIED PRODUCT**  
**START DATE:** 6/18/12  
**EARLIEST DELIVERY DATE:** 6/18/12  
**END DATE:** 9/7/12  
**SEASON:** Summer of Smiles  
**DESIGN:** All Around Arrangement

**1-800-FLOWERS®  
 SUMMER GARDEN TOPIARY**

#100240 \$19.99 12"H x 4" L



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L
<b>HARDGOODS</b>						
BloomNet	Acrylic Martini Glass with Liner - Codified		Each	1	1	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.15	0.15	0.15
BloomNet or Local Wholesale	Crystal Accents - Sapphire Blue		Each	1	1	1
Local Wholesale	4" American Flag		Each	1	1	1
<b>FLOWER</b>						
	Rose Red 50 cm		Stem	3	4	5
	Daisy Pom White	Cushion Pom White	Stem	2	2	3
	Delphinium Blue		Stem	0	3	4
	Salal	Variegated Pittosporum, Green Pittosporum or Seeded Eucalyptus	Stem	2	2	2

**NEW CODIFIED PRODUCT**

**START DATE:** 6/29/12  
**EARLIEST DELIVERY DATE:** 6/29/12  
**END DATE:** Open  
**SEASON:** Everyday  
**DESIGN:** All Around Arrangement



**1-800-FLOWERS® CHEERS TO THE RED, WHITE AND BLUE**

- #100216 S \$39.99 13"H x 7" L
- #100216 M \$49.99 13.5"H x 8" L (shown)
- #100216 L \$59.99 14"H x 8.5" L



**1-800-FLOWERS® CENTERPIECE - FRESH FLOWER FLIP FLOP™**

- #100217 ON \$29.99 1.5"H x 10" L
- #100217 TH \$59.99 1.5"H x 10" L (shown)

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	L
<b>HARDGOODS</b>					
BloomNet	Flip Flop with Flower - Codified		Each	1	3
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.2	1
Local Wholesale	Glass Votive Holder		Each	1	3
Local Wholesale	Tealight		Each	1	3
<b>FLOWER</b>					
	Athos Pom	Cushion Pom Yellow	Stem	3	9
	Mini Carnation Hot Pink	Mini Carnation Orange	Stem	2.5	7.5

**DESIGN TIP:** Quantities are for all 3.

**NEW CODIFIED PRODUCT**

**START DATE:** 6/29/12  
**EARLIEST DELIVERY DATE:** 6/29/12  
**END DATE:** Open  
**SEASON:** Everyday  
**DESIGN:** All Around Arrangement



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	L
<b>HARDGOODS</b>					
BloomNet	5" Pyramid Vase Cobalt PC #29739 - Codified		Each	3	3
Local Wholesale	4" American Flag		Each	0	3
<b>FLOWER</b>					
	Daisy Pom White	Cushion Pom White	Stem	6	6
	Mini Carnation Red		Stem	6	6
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	3	3

**DESIGN TIP:** Quantities are for all 3. Dimensions are for 1 vase not including flag.

**NEW CODIFIED PRODUCT**

**START DATE:** 6/29/12  
**EARLIEST DELIVERY DATE:** 6/29/12  
**END DATE:** Open  
**SEASON:** Everyday  
**DESIGN:** All Around Arrangement



**1-800-FLOWERS® THE AMERICAN DREAM BOUQUET™**

- #100218 \$59.99 8.5"H x 5" L
- #100218 WP \$64.99 8.5"H x 5" L (shown)



**1-800-FLOWERS® CUPCAKE IN BLOOM™ RED, WHITE AND BLUE**

- #100219 \$29.99 5.5"H x 6.5" L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
<b>HARDGOODS</b>				
BloomNet	Red Plastic Cupcake Base PC #97585 - Codified		Each	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.33
BloomNet or Local Wholesale	New Cupcake Box PC #97585 - Codified		Each	1
Local Wholesale	#3 Satin Ribbon (Blue Preferred)		Yard	0.25
<b>FLOWER</b>				
	Carnation White		Stem	8

**NEW CODIFIED PRODUCT**

**START DATE:** 6/29/12  
**EARLIEST DELIVERY DATE:** 6/29/12  
**END DATE:** Open  
**SEASON:** Everyday  
**DESIGN:** All Around Arrangement



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	XS	S	M	L
<b>HARDGOODS</b>							
BloomNet	Acrylic Margarita Glass with Liner - Codified		Each	1	1	1	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.15	0.15	0.15	0.15
BloomNet or Local Wholesale	Crystal Accents - Emerald		Each	1	1	1	1
BloomNet or Local Wholesale	Green Lime Slice on Pick - Codified		Each	2	2	2	2
Local Wholesale	Gerbera Straw		Each	2	2	2	2
<b>FLOWER</b>							
	Rose Yellow 40 cm		Stem	2	2	2	3
	Spider Mum Green		Stem	2	3	4	5
	Carnation Lime Green		Stem	0	4	5	6
	Athos Pom	Button Pom Green	Stem	1	2	3	4
	Hypericum Green	Trachelium Green	Stem	0	0	3	6
	Salal	Variegated Pittosporum, Green Pittosporum or Seeded Eucalyptus	Stem	2	0	0	0
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	0	0.5	0.5	0.5

REVISED CODIFIED PRODUCT

START DATE: 6/29/12

EARLIEST DELIVERY DATE: 6/29/12

END DATE: Open

SEASON: Everyday

DESIGN: All Around Arrangement



#91075 XS



#91075 S



#91075 M



#91075 L

1-800-FLOWERS® MARGARITA BOUQUET®

#91075 XS	\$39.99	12.5"H x 7" L
#91075 S	\$49.99	13"H x 8" L (shown)
#91075 M	\$59.99	14"H x 8.5" L
#91075 L	\$69.99	15"H x 9" L



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	XS	S	M	L
<b>HARDGOODS</b>							
BloomNet	Acrylic Margarita Glass with Liner - Codified		Each	1	1	1	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.15	0.15	0.15	0.15
BloomNet or Local Wholesale	Crystal Accents - Sapphire Blue		Each	1	1	1	1
BloomNet or Local Wholesale	Pineapple on Plastic Pick - Codified		Each	1	2	2	2
BloomNet	Paper Umbrella Pick - Codified		Each	1	1	1	1
Local Wholesale	Gerbera Straw		Each	2	2	2	2
<b>FLOWER</b>							
	Rose Yellow 40 cm		Stem	2	2	5	7
	Dendrobium Orchid Green	Orchid or Equal Value	Stem	1	2	3	3
	Alstroemeria Yellow	Alstroemeria Orange	Stem	0	2	2	2
	Daisy Pom White	Cushion Pom White	Stem	0.5	1	2	3
	Solidago		Stem	0.5	1	1	1
	Salal	Variegated Pittosporum, Green Pittosporum or Seeded Eucalyptus	Stem	2	0	0	0
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	0	0.5	0.5	0.5

REVISED CODIFIED PRODUCT

START DATE: 6/29/12

EARLIEST DELIVERY DATE: 6/29/12

END DATE: Open

SEASON: Everyday

DESIGN: All Around Arrangement



#91855 XS



#91855 S



#91855 M



#91855 L

1-800-FLOWERS® BLUE HAWAIIAN FLORAL MARGARITA™

#91855 XS	\$39.99	14"H x 7" L
#91855 S	\$49.99	17"H x 8" L (shown)
#91855 M	\$59.99	17"H x 8.5" L
#91855 L	\$69.99	17"H x 9" L



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	XS	S	M	L
<b>HARDGOODS</b>							
BloomNet	Acrylic Margarita Glass with Liner - Codified		Each	1	1	1	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.15	0.15	0.15	0.15
BloomNet or Local Wholesale	Crystal Accents - Bright Ruby		Each	1	1	1	1
BloomNet or Local Wholesale	Strawberry on Plastic Pick - Codified		Each	2	2	2	2
Local Wholesale	Gerbera Straw		Each	2	2	2	2
<b>FLOWER</b>							
	Rose Red 40 cm		Stem	1	1	2	3
	Rose Hot Pink 40 cm		Stem	1	2	3	4
	Matsumoto Aster Hot Pink		Stem	1	2	2	3
	Carnation Hot Pink		Stem	3	3	5	6
	Dianthus Light Pink		Stem	0	2	3	4
	Salal	Variegated Pittosporum, Green Pittosporum or Seeded Eucalyptus	Stem	2	0	0	0
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	0	0.5	0.5	0.5

REVISED CODIFIED PRODUCT

START DATE: 6/29/12

EARLIEST DELIVERY DATE: 6/29/12

END DATE: Open

SEASON: Everyday

DESIGN: All Around Arrangement



#91076 XS



#91076 S



#91076 M



#91076 L

1-800-FLOWERS® STRAWBERRY FLORAL MARGARITA®

#91076 XS	\$39.99	12"H x 7" L
#91076 S	\$49.99	12"H x 8" L (shown)
#91076 M	\$59.99	13"H x 8.5" L
#91076 L	\$69.99	14"H x 9" L



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	XS	S	M	L
<b>HARDGOODS</b>							
BloomNet	Acrylic Martini Glass with Liner - Codified		Each	1	1	1	1
BloomNet or Local Wholesale	Floral Foam Brick		Each	0.15	0.15	0.15	0.15
BloomNet or Local Wholesale	Crystal Accents - Topaz Yellow		Each	1	1	1	1
BloomNet or Local Wholesale	Yellow Lemon Slices on Pick - Codified		Each	2	2	2	2
<b>FLOWER</b>							
	Rose Yellow 40 cm		Stem	3	3	5	7
	Alstroemeria Yellow	Alstroemeria Orange	Stem	2	3	4	5
	Daisy Pom Yellow	Cushion Pom Yellow	Stem	1	3	4	5
	Solidago		Stem	1	1	2	3
	Salal	Variegated Pittosporum, Green Pittosporum or Seeded Eucalyptus	Stem	2	0	0	0
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	0	0.5	0.5	0.5

REVISED CODIFIED PRODUCT

START DATE: 6/29/12

EARLIEST DELIVERY DATE: 6/29/12

END DATE: Open

SEASON: Everyday

DESIGN: All Around Arrangement



#91078 XS



#91078 S



#91078 M



#91078 L

1-800-FLOWERS® MARTINI BOUQUET™ LEMON DROP

#91078 XS	\$39.99	12"H x 7" L
#91078 S	\$49.99	12"H x 8" L (shown)
#91078 M	\$59.99	13"H x 8.5" L
#91078 L	\$69.99	14"H x 9" L



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	XS	S	M	L
<b>BloomNet</b>	<b>HARDGOODS</b> Acrylic Martini Glass with Liner - Codified		Each	1	1	1	1
<b>BloomNet</b> or <b>Local Wholesale</b>	Floral Foam Brick		Each	0.15	0.15	0.15	0.15
<b>BloomNet</b> or <b>Local Wholesale</b>	Crystal Accents - Emerald		Each	1	1	1	1
<b>BloomNet</b> or <b>Local Wholesale</b>	Green Apple on Plastic Pick - Codified		Each	2	2	2	2
<b>FLOWER</b>							
	Carnation Lime Green		Stem	2	5	7	9
	Athos Pom	Button Pom Green	Stem	2	4	5	6
	Alstroemeria White		Stem	1	3	5	7
	Gypsophila		Stem	0.5	1	2	3
	Salal	Variegated Pittosporum, Green Pittosporum or Seeded Eucalyptus	Stem	2	0	0	0
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	0	0.5	0.5	0.5

**REVISED CODIFIED PRODUCT**

**START DATE:** 6/29/12

**EARLIEST DELIVERY DATE:** 6/29/12

**END DATE:** Open

**SEASON:** Everyday

**DESIGN:** All Around Arrangement



#91853 XS

#91853 S

#91853 M

#91853 L

**1-800-FLOWERS®  
APPLE MARTINI BOUQUET®**

#91853 XS	\$39.99	12"H x 7" L
#91853 S	\$49.99	13"H x 8" L (shown)
#91853 M	\$59.99	14"H x 8.5" L
#91853 L	\$69.99	15"H x 9" L



**1-800-FLOWERS®  
PITCHER OF SUNSHINE™**

#91358 S	\$44.99	16"H x 12" L
#91358 M	\$49.99	17"H x 14" L (shown)
#91358 L	\$54.99	19"H x 16" L

VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L
<b>BloomNet</b>	<b>HARDGOODS</b> 7.75" H White Ceramic Pitcher - Codified		Each	1	1	1
<b>Local Wholesale</b>	#9 Ribbon (Gingham Yellow Preferred)		Yard	1	1	1
<b>FLOWER</b>						
	Rose Yellow 50 cm		Stem	2	3	4
	Cremona Yellow	Spider Mum Yellow	Stem	0	3	3
	Alstroemeria Yellow	Alstroemeria White	Stem	4	3	3
	Daisy Pom Yellow	Daisy Pom White	Stem	3	3	3
	Solidago		Stem	1	1	1
	Monte Casino White		Stem	1	1	1
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	1	1	1

**NEW CODIFIED PRODUCT**

**START DATE:** 6/29/12

**EARLIEST DELIVERY DATE:** 6/29/12

**END DATE:** Open

**SEASON:** Everyday

**DESIGN:** All Around Arrangement



#91358 S

#91358 M

#91358 L



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	XS	S	M	L
<b>BloomNet</b>	<b>HARDGOODS</b> Acrylic Martini Glass with Liner - Codified		Each	1	1	1	1
<b>BloomNet</b> or <b>Local Wholesale</b>	Floral Foam Brick		Each	0.15	0.15	0.15	0.15
<b>BloomNet</b> or <b>Local Wholesale</b>	Crystal Accents - Bright Ruby		Each	1	1	1	1
<b>Local Wholesale</b>	Gerbera Straw		Each	2	2	2	2
<b>FLOWER</b>							
	Rose Hot Pink 40 cm		Stem	3	2	5	7
	Carnation Orange		Stem	2	3	4	5
	Alstroemeria Yellow	Alstroemeria Orange	Stem	0	2	3	4
	Athos Pom	Button Pom Green	Stem	1	2	2	2
	Statice Purple	Monte Casino Purple	Stem	1	1	2	3
	Salal	Variegated Pittosporum, Green Pittosporum or Seeded Eucalyptus	Stem	2	0	0	0
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	0	0.5	0.5	0.5

**REVISED CODIFIED PRODUCT**

**START DATE:** 6/29/12

**EARLIEST DELIVERY DATE:** 6/29/12

**END DATE:** Open

**SEASON:** Everyday

**DESIGN:** All Around Arrangement



#91856 XS

#91856 S

#91856 M

#91856 L

**1-800-FLOWERS®  
SANGRIA BOUQUET™**

#91856 XS	\$39.99	12"H x 7" L
#91856 S	\$49.99	12"H x 8" L (shown)
#91856 M	\$59.99	13"H x 8.5" L
#91856 L	\$69.99	14"H x 9" L



**1-800-FLOWERS®  
A-DOG-ABLE™ IN A TOTE**

#91182	\$49.99	14.5"H x 11" L
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VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
<b>BloomNet</b>	<b>HARDGOODS</b> Canvas Printed Bag - Codified		Each	1
<b>BloomNet</b> or <b>Local Wholesale</b>	Floral Foam Brick		Each	0.5
<b>BloomNet</b> or <b>Local Wholesale</b>	Dog Face Kit Contains: 2 Eyes, 1 Nose		Each	1
<b>Local Wholesale</b>	Ribbon/Bow for Head (Pink or Purple Preferred)		Yard	0.25
<b>Local Wholesale</b>	#9 Ribbon for Collar (Pink or Purple Preferred)		Yard	0.25
<b>Local Wholesale</b>	Liner		Each	1
<b>FLOWER</b>				
	Carnation White		Stem	13
	Daisy Pom Lavender		Stem	3
	Variegated Pittosporum	Green Pittosporum or Salal	Stem	2

**DESIGN TIP:** Do not discard styrofoam insert or liner.

**NEW CODIFIED PRODUCT**

**START DATE:** 6/29/12

**EARLIEST DELIVERY DATE:** 6/29/12

**END DATE:** Open

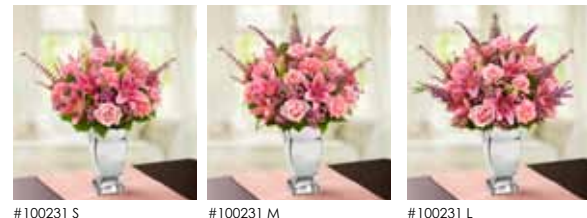
**SEASON:** Spring/Summer

**DESIGN:** One Sided Arrangement



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L
<b>HARDGOODS</b>						
BloomNet	10" H Silver Vase - Codified		Each	1	1	1
<b>FLOWER</b>						
	Rose Pink 50 cm		Stem	5	7	9
	Asiatic Lily Pink		Stem	3	4	5
	Carnation Pink		Stem	5	6	7
	Waxflower Pink	Heather or Calcynia	Stem	2	3	3
	Heather	Calcynia	Stem	3	4	5
	Salal	Variagated Pittosporum, Green Pittosporum or Seeded Eucalyptus	Stem	6	6	6

**NEW CODIFIED PRODUCT**  
**START DATE:** 6/29/12  
**EARLIEST DELIVERY DATE:** 6/29/12  
**END DATE:** Open  
**SEASON:** Everyday  
**DESIGN:** All Around Arrangement



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	QTY
<b>HARDGOODS</b>				
Local Wholesale	Watertube		Each	12
Local Wholesale	Ribbon, Tissue Paper & Cellophane		Each	1
<b>FLOWER</b>				
	Rose Red 50 cm		Stem	12
	Gypsophilla		Stem	3
	Salal	Variagated Pittosporum, Green Pittosporum or Seeded Eucalyptus	Stem	10

**\*ALSO AVAILABLE AS:** PC #1085 YL Dozen Rose Presentation Bouquet Yellow (\$59.99)  
 PC #1085 PK Dozen Rose Presentation Bouquet Pink (\$59.99)  
 PC #1085 WH Dozen Rose Presentation Bouquet White (\$59.99)  
 PC #1085 M Dozen Rose Presentation Bouquet Multicolored (\$59.99)

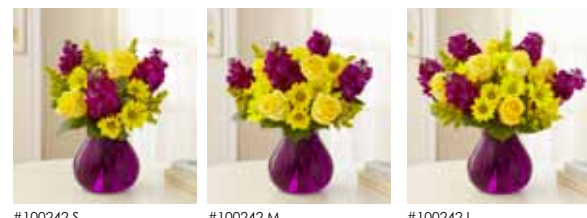
**NEW CODIFIED PRODUCT**  
**START DATE:** Live  
**EARLIEST DELIVERY DATE:** Live  
**END DATE:** Open  
**SEASON:** Core/Graduation  
**DESIGN:** Bouquet

**1-800-FLOWERS® DOZEN ROSE PRESENTATION BOUQUET\***  
 #1085 RD \$59.99 30" L



VENDOR REF	DESCRIPTION	SUBSTITUTION	UNIT	S	M	L
<b>HARDGOODS</b>						
BloomNet	7" H Purple Glass Vase PC #97045 - Codified		Each	1	1	1
<b>FLOWER</b>						
	Rose Yellow 50 cm		Stem	2	4	7
	Stock Purple	Stock Lavender	Stem	3	4	5
	Daisy Pom Lavender	Cushion Pom Lavender	Stem	3	4	5
	Solidago		Stem	1	2	3
	Variagated Pittosporum	Green Pittosporum or Salal	Stem	3	3	3

**REVISED CODIFIED PRODUCT**  
**START DATE:** 6/29/12  
**EARLIEST DELIVERY DATE:** 6/29/12  
**END DATE:** Open  
**SEASON:** Everyday  
**DESIGN:** All Around Arrangement



**1-800-FLOWERS® FLORAL DEVOTION™**

#100242 S \$44.99 14"H x 11" L  
 #100242 M \$54.99 15"H x 12" L (shown)  
 #100242 L \$64.99 16"H x 13" L