

Florist Code of Practice

Although there are many factors that can influence the success and profitability of a florist shop, there are two key factors which greatly affect these: the artistic talents of the florist and a structured business approach to purchasing, care and sales. Based on our experience and knowledge in the world of flowers and plants, we have developed the following Code of Practice. **Chrysal. Nurturing beauty.**

1. Purchasing Flowers

- Buy flowers that are not too immature and undeveloped. Immature flowers will not open consistently or with pale colours, or may not even open at all. Bouquets with inconsistent maturity of flowers will be inferior in quality. Flowers that are



too immature are also much more prone to dehydration. In Rosa especially, this can quickly cause 'bent-neck';

- In order to guarantee the customer a 'vase life', the florist must ensure that the flowers he/she has purchased are of such a quality that they will reach the total number of days of the sales period plus the guaranteed vase life;
- Check whether the wholesaler supplies flowers that received optimal post-harvest treatment at the grower and the wholesaler. The difference between flowers with or without optimal post-harvest treatment is significant for most cut flowers and will determine whether 'vase life' guarantee can be given to the consumer.

2. Hygiene

- Ensure that all work areas, tables, walls, knives, pruning shears and cold store are cleaned frequently to prevent contamination of the flowers and spreading of diseases;

- Remove dead plant material from the tables, floors and cold store, as these can be a source of Botrytis infection;
- We recommend florists to use Chrysal Cleaner and / or Chrysal Clean Touch in containers and vases. These are 'soft' cleaning products that are not aggressive for cut flowers. Chlorine can be very damaging to certain flowers, and to all flowers if too concentrated. It also causes bleach spots on clothing and carpets, is corrosive to metal and is irritating to the skin;
- Don't forget to run Chrysal Cleaner through your Chrysal Dosing Unit on a regular basis, once every 2 weeks, for example while preparing a solution. The Cleaner decalcifies and degreases the dosing unit.

3. Flower storage

- When flowers are stored for a short period (maximum several days) in a cold store, which is constantly being opened and closed, choose a temperature setting of between 5°C and 10°C and a relatively high humidity of 80-90%;
- Limit opening of the door to a minimum, because this will cause temperature variations. This in turn causes condensation on the packaging and increases the risk of Botrytis disease developing and spreading;
- Disinfect the wall and floors of the cold store on a regular basis;
- Avoid storing flowers in a cold store that also contains a lot of ethylene-producing products, such as fruit and tomatoes, in order to prevent rapid ageing;
- Store flowers that are sensitive to low temperatures, such as a number of varieties of Orchideae, Euphorbia fulgens or Anthurium at a temperature of 12°C - 15°C;
- In order to encourage a healthy air circulation in the cold store, and therefore a quicker cooling, or maintaining the temperature in boxes that are already cooled, an open space must be kept between the individual boxes and between the boxes and the walls. The calculated cooling capacity and the installed cold store and fans must be capable of ensuring this desired air circulation and cooling;

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- Use a plastic liner in containers that are made of unprotected metal, such as zinc. Oxidation symptoms may occur as a result of contact with acidic flower food solutions and materials such as zinc and iron will appear which are damaging to flowers. Glass, plastics or stainless steel are the most suitable material for use as flower containers/vases.

4. Care/conditioning of cut flowers

- It is important to allow flowers that were delivered dry several hours in a cool spot to rehydrate and absorb a solution of water and flower food product, before placing them in the 'warm' display area;
- Use a sharp knife, cut off a portion of the stem (5 - 10 cm) and remove the leaves that would end up below the water line. Damaged stem tissue significantly contaminates the container water directly and indirectly;
- Do not unnecessarily remove thorns. The 'wounds' created in this way will contaminate the container and vase water;
- If a mechanical defoliator is used, the condition of the brushes must be inspected on a regular basis. Worn brushes or brushes that are too stiff can cause a lot of stem damage;
- Place flowers in a container of water with Chrysal Clear Professional 2 (liquid or T-Bag). These products ensure a healthy balance for the flower, both in the container/vase water and in the flower itself:
 - Chrysal Clear Professional 2 contains 70% less flower food supplement compared to a Chrysal Clear Universal flower food sachet. This provides sufficient food for the flower during the distribution and sale stages. This small dosage of flower food prevents the flower from being over-stimulated and opening too soon;
 - Chrysal Clear Professional 2 decreases flower waste, labour and water consumption. Research among florists and supermarkets in Germany, Switzerland and the Netherlands has shown that each Euro invested has a return of 15 times, by using the above mentioned guidelines.
- Always use fresh cold tap water for flowers in containers and vases;
- Do not mix old vase water with fresh vase water;
- Accurate dosage is important for the flower. A dose that is too high is money wasted and not enough flower food product has a minimal effect, no effect at all, or even a negative effect;
- The best dosage is obtained with a dosing pump. Chrysal supplies the Chrysal Dosing Pump. It is powered by water pressure.

5. Sales Display

- Arrange flowers by colour, this makes it easier for the customer to choose;
- Put enough water in the containers/vases. Flowers do not need to be 'up to their necks' in vase water;
- Prevent draught, heat and direct sunlight on the flowers;
- Use Chrysal Clear Professional 2 in containers or Chrysal Clear Professional 3 in vases to be sold, as well as in the display containers;



- Never mix old vase water with fresh vase water and never move flowers from one vase to another vase with other flowers;
- Aim for FIFO (first in first out), to prevent long storage times. Flowers do not improve in the cold store;
- Remove flowers that have finished blooming: they increase the risk of becoming the source of a Botrytis infection;
- Clean the display area daily, if possible, to prevent contamination of the containers and vases.

6. Point of Sale

- Floral Foam, whatever the brand, should be soaked in Chrysal Clear Professional 3. Chrysal Clear Professional 3 is the liquid or powder form of the Chrysal Clear Universal, in bulk. It contains the

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complete flower food supplement for optimal flower development of flowers arranged in floral foam or vases.

- Allow the foam to soak it up slowly. Do not force this process, as this can cause air pockets to form within the foam.
 - Always provide a sachet of Chrysal Clear Universal or special flower food with each bouquet sold and do not forget the care instructions. It slows down the accelerated ageing caused by the cutting, and the flower can then develop according to the natural way of an intact plant. This way the vase water is not contaminated with smelly, decomposition products of the stem, compared to in vases where only tap water is used;
 - A sachet of flower food for half a litre is only enough for very small bouquets. Most bouquets require a larger vase of more than 1 litre. Always pay attention
- to the size of the bouquet and estimate the corresponding vase size. Adjust the number of pouches to be supplied, or sell a bottle of Chrysal liquid;
 - Powder and liquid Chrysal products can be mixed without any problems;
 - For optimal effect, provide a speciality sachet, depending on the type of flower:
 - In order to reach the maximum natural bloom, colour and scent of bulb flowers, such as Tulipa (tulips), Iris, Anemone and Freesia, use the specially formulated flower food Chrysal Clear bulb-flower food;
 - Chrysal Clear Rose Food is specially developed for roses. The development of the flower and the sturdiness of the flower and leaf are brought even closer to the natural state of the intact plant.



Advice:

Although many florists may view flower food as a 'give-away' article, it would be unwise not to include its cost in the retail price calculation. The few extra pennies are more than compensated for by customer satisfaction and the opportunity to offer a 'vase life guarantee' concept;

For a happy customer: always remind the customer to cut off a piece of the stem (5 - 10 cm) and to use Chrysal flower food for up to 60% longer enjoyment!

For further information:

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