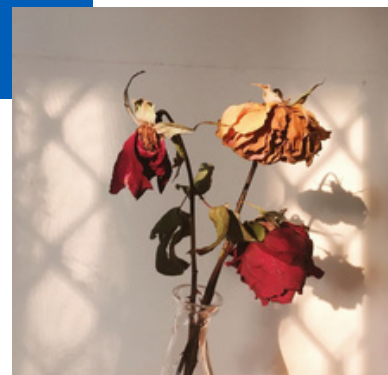


Why Do Flowers *Wilt*?

(And how to Stop it)



Hi, flower friend!

We've all been there—those flowers looked great when they came in, but they're drooping way too fast. Wilted petals, limp stems, and that "just not right" vibe. It's frustrating, especially when you know how much care went into growing and shipping them.

So what causes wilting?

The short version: **Wilting** = more water going out than coming in.

The Science Behind Wilting

Wilting happens when flowers lose water faster than they can absorb it. Moisture escapes through petals and leaves (a process called transpiration). If stems aren't drinking enough water to replace that loss, they lose turgor pressure—and petals go limp.

The good news? Wilting is preventable. With the right floral care, you can keep stems hydrated and extend vase life dramatically.



KEEP TOOLS AND VASES CLEAN

Bacteria is a floral professional's silent saboteur. Micro-organisms thrive in dirty tools and vases, and once they reach the stems, they clog vascular tissue and block water uptake—essentially shutting down hydration. Both living and dead bacteria can cause these blockages, so daily cleaning is key.



Chrysal Cleaner is specially formulated for floral environments—safe for stems, tough on grime. A quick scrub every day keeps your flowers drinking properly.

ALWAYS MAKE A FRESH, SHARP CUT

When stems are cut with dull or crushed tools, the vascular tissue inside can get damaged. This limits how much water the flower can absorb—leading to quicker wilting.

Using a clean, sharp tool ensures the water pathways inside the stem stay open, so your flowers can drink properly.

We always recommend giving dry pack flowers a fresh cut as soon as they arrive. Why? It jumpstarts hydration after transit and sets them up for a longer, healthier vase life.

Even if flowers have been dry for just 30 minutes, the ends of the stems can begin to seal over. Re-cutting removes that seal and allows water to flow freely again—keeping petals firm and fresh.



A clean cut helps flowers rehydrate faster and stay vibrant longer.



USE HYDRATION SOLUTIONS OR FLOWER FOOD

Flower food helps regulate pH, boosts water uptake, and provides the nutrients flowers need to continue developing—something plain water just can't do.



For daily care: Chrysal Professional 2 or T-Bags are easy, consistent, and proven to extend vase life.

For transport: Chrysal Arrive Alive® Eco keeps stems hydrated without buckets or spills—perfect for weddings, deliveries, or click & collect. Bonus: It's 100% recyclable and foam-free.

In Summary:

Wilting = more water going out than coming in.

Prevent it by:

- Using clean tools and vases
- Keeping cutting tools sharp
- Using hydration solutions or flower food
- Storing in cool conditions and away from direct sun

Every stem that arrives at your door is full of potential. With the right tools, the right cut, and the right hydration support, you can unlock that full vase life and give your customers flowers that truly shine.

STORE IN COOL CONDITIONS, AWAY FROM SUN

Heat accelerates water loss and drains energy from your flowers, causing them to wilt faster. Cool temperatures, on the other hand, slow down respiration and help extend vase life.

The ideal storage temperature is between 34–38°F. Avoid placing flowers near fresh produce (especially apples and bananas), as they emit ethylene gas that can cause premature aging. Also, steer clear of direct sunlight, hot or cold drafts, and make sure your storage area has good airflow to maintain consistent cooling.



Consistent cool storage and good air circulation are just as important as temperature. Make sure flowers aren't packed too tightly—airflow helps keep them evenly cool and fresh.

Have questions or want to test something new? Our experts are just a call or email away.

Let's keep flowers fresh—together.



By: **Karli Nelson**

Supermarket Sales Manager at Chrysal North America