



PREPARE
for a
BLOOMING
Easter

CHRYSALE



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Easter



Proper care and handling are key to maintaining peak freshness and ensuring your floral displays stand out. Well-maintained flowers last longer, open more beautifully, and create a positive shopping experience that encourages repeat business.

This guide provides practical, easy-to-follow tips tailored for the fast-paced season — from managing pollen to optimizing vase life and enhancing display appeal. By following these recommendations and using trusted products like Chrysal's Bulb Food, Bulb T-Bags, and Leafshine, you'll keep your flowers looking fresh and help customers take home blooms that last.

Tips DISPLAY & FRESHNESS

Creating an inviting and well-maintained floral display not only enhances the beauty of your store but also extends the life of your flowers, ensuring customer satisfaction.

Proper hydration, temperature control, and cleanliness are crucial factors in keeping flowers fresh and appealing.

By implementing these simple yet effective care tips, you create an attractive, long-lasting display that encourages repeat purchases while reducing waste.

FUN FACT

Did you know that tulips continue to grow after being cut? They can stretch up to an inch or more in the vase, often bending towards the light! Rotating them daily helps maintain their shape and prevents them from leaning too much.



- Keep floral displays away from direct sunlight and heating vents.
- Ensure vases and buckets are clean and disinfected to avoid bacterial growth.
- Ensure that flowers have enough space in buckets and vases to allow proper airflow and prevent bruising.
- Check water levels regularly in display buckets and vases. Refill with fresh, cold treated water as needed to keep stems hydrated and flowers looking vibrant.
- Measure water to ensure correct dosage of solutions and flower food.



POTTED *Easter* LILIES



In-Store Care:

- Water once the top of the soil feels dry to the touch. Keep the soil lightly moist but avoid water collecting between the plastic pot and the decorative pot cover.
- Keep Easter Lilies in a cool location (ideally 60–65°F) away from direct sunlight and drafts.
- Pollen control is essential:
 - Remove the anthers before they become “fuzzy” to prevent staining the bloom, your hands, or clothes.
 - Removing anthers also helps prolong bloom life.



Preparation Tip:

- Keep the lush green leaves of your lilies looking attractive and shiny with a few spritzes of Chrysal Leafshine.
 - Avoid spraying the blooms—just the foliage. A shined plant looks healthier and is more likely to sell!

Customer Tip:

- Easter Lilies can be planted outdoors a few weeks before or after the area’s first frost date. They may bloom again the following year in ideal growing conditions.
- Caution: Easter Lilies are highly toxic to cats. Advise customers to keep them out of reach of pets.

Product Suggestion:

- Chrysal Leafshine

FRESH CUT *Lilies*



In-Store Care:

- Cut stems at least 1" and place them into a clean bucket filled with cold water treated with Chrysal Bulb T-Bag(s) to prevent yellow leaves and promote proper flower opening. Ensure the correct dosage by measuring the amount of water used per T-Bag.
- Remove small anthers before they start to get fuzzy to prevent pollen stains.
 - If you get pollen on clothing, use tape to remove it.
 - If pollen gets on the bloom, use a pipe cleaner to gently lift the dust off.
- Remove any foliage that falls below the water line to prevent bacterial growth.

Customer Tip:

- Provide customers with a flower food packet specifically designed for bulb flowers.

Product Suggestion:

- Chrysal Bulb T-Bag
- Chrysal Bulb Flower Food



FRESH CUT *Daffodils*



In-Store Care:

- Daffodils bleed sap when cut, which can contaminate water and shorten the vase life of mixed bouquets.
 - Cut or don't cut depending on the thickness of the callous tissue.
 - Skinny "field" or "pencil" daffodils may not need cutting.
- Cut stem ends with a clean, sharp knife and place into a clean bucket with cold water treated with Chrysal Professional GerbPro Tablets to control bacteria.
 - Change water every 2–3 days.

Product Suggestion:

- Chrysal CVBN Tablets (GerbPro)





FRESH CUT *Tulips*



In-Store Care:

- Work with a grower partner that uses Chrysal BVB as a post-harvest treatment to stimulate bud opening, prevent leaf yellowing, and extend vase life.
- If tulips arrive dry, stems at least 1" and place them into a clean bucket filled with water treated with a Chrysal Bulb T-Bag. Ensure the correct dosage by measuring the amount of water used per T-Bag.
- If tulips arrive wet, check water levels and top up with fresh water treated with a Chrysal Bulb T-Bag as needed. Ensure the correct dosage by measuring the amount of water used per T-Bag.



- Rotate tulip buckets daily to ensure even light exposure and prevent bending toward the light.
- Tulips are one of the only flowers that continue to grow after they're cut.
 - They naturally grow toward light or heat, so rotating them helps maintain balanced blooms.

Customer Tip:

- Provide customers with a flower food packet specifically designed for bulb flowers.
- Educate customers regarding tulip growth and proper care at home.

Product Suggestion:

- Chrysal BVB
- Chrysal Bulb T-Bag
- Chrysal Bulb Flower Food



POTTED *Orchids*



In-Store Care:

- Orchids are very sensitive to ethylene gas:
 - Use a grower partner that applies Chrysal Ethylene Buster Sachets or Chrysal Ethylene Buster Truck Kits to control ethylene exposure.
 - Keep orchids away from ripening fruit and produce, which emit ethylene gas.
- Unbox orchids immediately upon arrival. Do not store in coolers or near produce.
- Place orchids in bright, indirect light at a temperature of 60°F or higher, away from drafts.



- Water no more than ¼ cup per week to prevent root rot. Make sure there isn't any standing water at the bottom of the pot.

Customer Tip:

- Suggest Chrysal Orchid Drops to maintain bloom quality and encourage repeat sales.

Product Suggestion:

- Chrysal Ethylene Buster Sachets
- Chrysal Ethylene Buster Truck Kits
- Chrysal Orchid Drops





BULB *Flower* LIST



ALLIUM



ALSTROEMERIA



AMARYLLIS



ANEMONES



DAFFODILS



DAHLIA



FREESIA



GLADIOLUS



HYACINTH



IRIS



LIATRIS



LILIES



LILY OF THE
VALLEY



MUSCARI



NARCISSUS



RANUNCULUS



STAR OF
BETHLEHEM



TUBEROSE



TULIP



FLOWER Care SOLUTIONS



Chrysal Ethylene Buster Sachets

Protects sensitive blooms from ethylene damage, ensuring they reach customers in peak condition.

Chrysal Ethylene Buster Tablets (Truck Kit)

An easy-to-use solution to neutralize ethylene gas, prolonging the life of ethylene-sensitive flowers during transport.



Post-harvest treatment



Chrysal CVBN Tablets

Prevents bacteria growth in water, keeping flowers fresh longer.

Chrysal BVB

Helps prevent leaf yellowing and extends vase life for bulb flowers, ensuring full bud opening and improved flower quality.



GIVE YOUR FLOWERS A FRESH START THIS EASTER!

Just like Easter eggs and spring blooms, fresh flowers deserve a little extra care! Keep your Easter flowers vibrant, long-lasting, and beautiful with Chrysal's trusted flower care solutions.



Conditioning

Chrysal Bulb T-Bag

Keeps bulb flowers fresh, preventing yellow leaves and promoting proper bloom opening.



Flower food

Chrysal Bulb Flower Food

Specially formulated to nourish bulb flowers, extending their vase life.



Arrangement and design

Chrysal Leafshine

The perfect finishing touch! Gives leaves a healthy, glossy finish for an irresistible display.



Plant food

Chrysal Orchid Drops

Helps potted orchids maintain stunning, long-lasting blooms.





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