



Prepare for
a Blooming
Easter! 

CHRYSA

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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, and Leafshine, you'll keep your flowers looking fresh and help customers take home blooms that last.





FUN FACT

Did you know that tulips continue to grow after being cut? They can stretch up to 2,5 cm. or more in the vase, often bending towards the light! Rotating them daily helps maintain their shape and prevents them from leaning too much. Treatment with Chrysal BVB & Plus by the grower prevents stem elongation.

DISPLAY AND FRESHNESS Tips

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.

- 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 15-20 Celsius) 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.

Advised product

- Chrysal Leafshine



FRESH CUT *Lilies*



In-Store Care

- Cut stems at least 2-3 cm and place them into a clean bucket filled with cold water treated with Professional 2 to prevent yellow leaves and promote proper flower opening. Ensure the correct dosage by using a dosing unit.
- 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.

Advised product

- Chrysal Bulb flower food
- Chrysal Professional 2

FRESH CUT *Daffodils*



In-Store Care

- Daffodils bleed sap when cut, which can contaminate water and shorten the vase life of mixed bouquets. Chrysal Narcissus flower food neutralises the harmful slime.
- 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 CVBN to control bacteria.
- Change water every 2-3 days.

Advised product

- Chrysal Narcissus



FRESH CUT *Tulips*



In-Store Care

- Work with a grower partner that uses Chrysal BVB & Plus as a post-harvest treatment to stimulate bud opening, stem elongation, prevent leaf yellowing, and extend vase life.
- If tulips arrive dry, cut stems at least 2 cm and place them into a clean bucket filled with water treated with Chrysal Professional 2. Ensure the correct dosage by using a dosing unit.
- If tulips arrive wet, check water levels and top up with fresh water treated with Chrysal Professional 2 as needed. Ensure the correct dosage by using a dosing unit.

- 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.

Advised product

- Chrysal BVB & Plus
- Chrysal Professional 2
- Chrysal Tulipa flower food





POTTED *Orchids*



In-Store Care

- Orchids are very sensitive to ethylene gas.
- Use a grower partner that applies Chrysal Ethylene Buster® 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 15 °C. or higher, away from drafts.
- Water no more than 50 ml 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.

Advised product

- Chrysal Ethylene Buster®
- 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



Post-harvest treatment

Chrysal BVB

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



Chrysal BVB & Plus

has the same benefits as BVB, but specially for tulips. It also helps prevent stem elongation.



Chrysal CVBN Tablets

Prevents bacteria growth in water, keeping flowers fresh longer.



Chrysal Ethylene Buster® Tablets

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



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 Professional 2

Prof 2 prevents flower from opening too soon, reduces water use and wastage



Plant food

Chrysal Orchid drops

Helps potted orchids maintain stunning, long-lasting blooms.



Arrangement and design

Chrysal Leafshine

Gives your cut foliage and plants a natural shine and reduces evaporation.

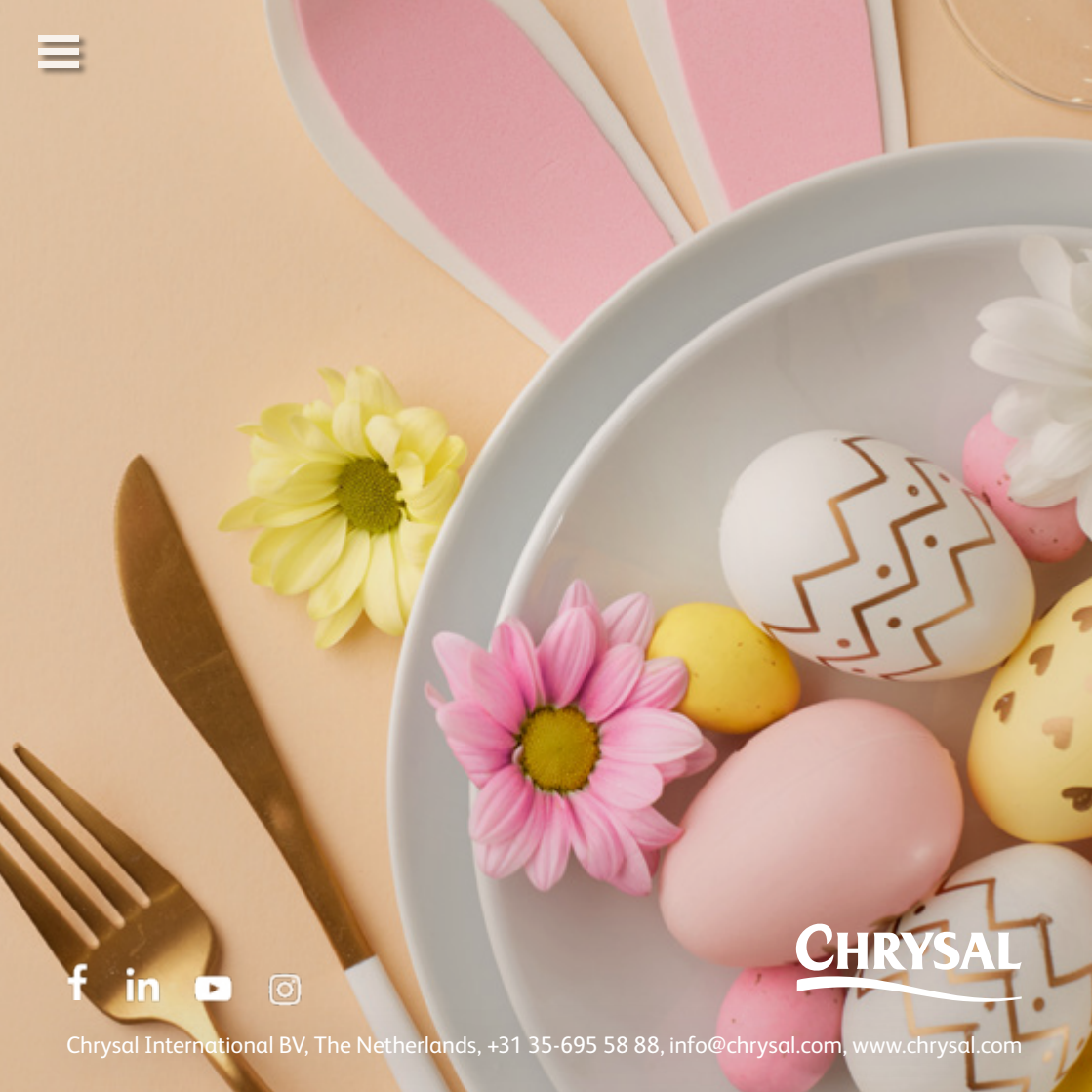


Flower food

Chrysal Specialties

Specially developed for the needs of specific bouquet types and cut flowers such as Lilies, Tulips and bulb flowers, extending their vase life.





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