



Prepare for
a Blossoming
Valentine's Day!

CHRYSA



As Valentine draws near, it's time to gear up for a blooming Valentine's Day at your store! To ensure a successful celebration of love, we present a comprehensive guide for store-level communication, tailored to the upcoming season. From meticulous preparations to valuable tips for floral professionals. Join us in creating unforgettable moments for our customers with fresh, vibrant blooms and impeccable service. Let's dive into the details to make this Valentine's Day a truly special and fragrant affair!

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PREP Checklist

Attention all floral enthusiasts! As we gear up for the season of love, it's time for some essential preparations to ensure our blooms are at their absolute best for Valentine's Day. Here's your checklist:

Do you have a Dosing unit? Now is the time to make sure it's clean and working properly. More information about cleaning and maintenance, [Click here](#)

Check the temperature of your coolers.

- Use temperature tracking to ensure your coolers are set to 5 -10 °C.
- If readings are over or under, schedule service to fix your cooler as soon as possible.
- Humidity should be set at 80 - 90 %.

Check your supply levels on cleaner, solutions & flower food packets, re-order to fulfill needs through Valentine's Day.

Sharpen or replace your cutters / choppers and tools.

Develop and post a regular cleaning schedule for surfaces, buckets, tools and coolers.

- Buckets sanitized after each use with a floral friendly cleaner.
- Clean table surfaces and gloves 2 to 3 times daily with cleaner.
- Set up a dip jar with cleaner for knives and shears.
- Spray chopper blades 2 times a day. No need to dry blade.
- Empty trash cans daily and keep covered throughout day.
- Cooler shelves and floors wiped down and sanitized.
- Waste tossed out of back-stock cooler.
- Throw food items in floral cooler.

Wash and scrub floor mats with cleaner solution, dip brooms in cleaner solution.

Wash out trash cans with used bucket cleaner solution, wash and sanitize cooler floors.



RECEIVING *Crew*

Get flowers into the cooler as quickly as possible, time is of the essence. The proper storage temperature for most flowers is between 5 - 10 °C. Orchids, Anthuriums and tropicals should be stored at 12 - 15 °C. Keep flowers away from ethylene sources; exhaust, cigarette smoke, the trash area, produce holding areas and coolers.

Avoid throwing, slamming and rough handling of flower boxes, delicate blooms are inside and need a soft touch to avoid mechanical damage.





FLORAL *Associates*

FLORAL ASSOCIATES

Maintain a clean workspace, follow proper processing guidelines, and handle flowers with care to reduce shrinkage. Educate customers on flower food importance and discourage home remedies. Consider Arrive Alive® Eco for extended hydration without a vase.

Sanitation: Start clean, work clean!

- Always start with clean buckets and clean vases, no exceptions.
- Use a flower-friendly sanitizer to lift grease & germs out of gouged insides of buckets and surfaces of worktables.
- Sanitize worktables, cutters and choppers throughout the day.
- Fill a ready to use spray bottle of cleaner and go for it!!
- Empty trash cans several times a day to prevent Botrytis spores from floating out.
- Dip brooms into cleaner solution to rid bristles of germs.
- Don't consolidate old solutions when consolidating displays.

Processing: Correct use of flower food gives blooms the boost needed to reach maximum vase life.

- Correct use is critical!
- Get the dose right. Follow manufacturers' mixing instructions.
- Pre-chill buckets so in-bound processing happens in cold solution.
- Stack boxes on pallets in cooler for efficient air flow and to avoid soggy bottoms.
- Only take out the number of boxes from the cooler that can be processed in 30-60 min.
- Remove inner cardboard but keep sleeves intact to avoid mechanical damage.
- Allow dry-pack flowers to harden off for a minimum of 2 hours before using in design work.
- OK to add fresh solution to top up buckets, but never pour old solutions together.
- No ICE in buckets - ice dilutes the dose.

Handling: Best Practices reduce shrink!

- Don't strip stems totally. Leaves help pull solution into flower heads.
- Resist peeling guard petals. Peeling starts bloom opening & triggers the internal production of the aging hormone. Peel only if necessary!
- Shiny leaves on cut roses and shiny foliage plants look fresh and sell.

Dive into the world of flower care excellence with a focus on extra flower food packets and the eco-friendly innovation, Arrive Alive® Eco. Discard outdated home remedies like chlorine, soft drinks, sugar, and copper coins. Join us in redefining floral care for lasting vibrancy and customer satisfaction!

Extra flower food packets: Always insist customers take an extra flower food packet and explain the importance of refreshing the vase solution after 4-5 days. They'll be happy they got the inside scoop on how to make their flowers last longer at home.

Home remedies, no thanks! There are a lot of well-known home remedies for flower food, but most home remedies don't contain sufficient nutrients to help the full development of buds and blooms.

Chlorine: Chlorine is an aggressive product for plant tissues, clothing and human skin. Dosage must be very precise in order not to damage the flowers and leaves. Even if applied properly, its effect is very short-lived. Household chlorine stops working after half a day, while cut flowers require support during their complete vase life. Also, be careful not to spill chlorine on your skin and clothes.

Soft drinks: The amount of food supplements in soft drinks is too small to support natural leaf and flower development as it would occur on the plant. Any positive effect of this remedy is because of the sugar content and the pH level. On the downside however, the sugar is a good food source for micro-organisms resulting in rapid contamination of the vase water, resulting in stem cell blockages and flowers dying more quickly compared to commercial flower food.

Sugar: Sugar is a good food source for micro-organisms and ensures quick contamination of the vase water. This remedy is too one-sided to be effective for normal leaf and flower development.

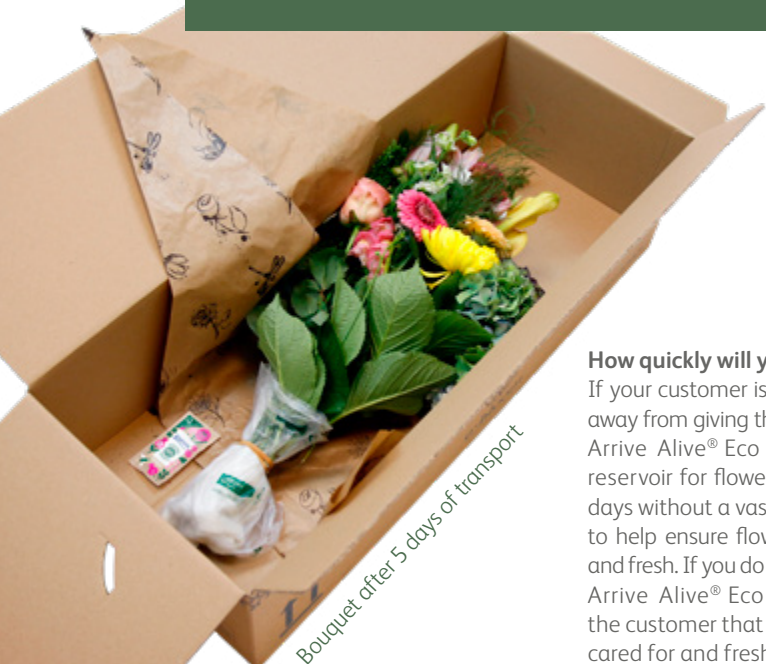
Copper coins: Copper only affects the vase water. The release of copper from coins is very slow and therefore not effective. Also, only a few coins still contain copper these days.



ELEVATED

Flower Care

KEEP YOUR FLOWERS FRESH DURING TRANSPORT



How quickly will your flowers get into a vase?

If your customer is out running errands or hours away from giving their gift, you have the solution! Arrive Alive® Eco creates a spill-proof water reservoir for flowers, ensuring hydration for 2-5 days without a vase. It's a great service upgrade to help ensure flowers always remain hydrated and fresh. If you do a lot of click-and-collect orders, Arrive Alive® Eco is a great reassurance to the customer that the flowers delivered are well cared for and fresh.

Instruction



A gentle reminder that you're not the only one who deserves a sweet treat this Valentine's Day! Your flowers also deserve some Chrysal care.



Hygiene

Chrysal Cleaner

Removes dirt and limescale.



Conditioning

Chrysal Arrive Alive® Eco

Hydrates flowers during transport or at point of sale.



Chrysal Professional 2

Nutrients for the natural development of flowers.



Arrangement and design

Chrysal Leafshine

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



Chrysal Professional 3

Is used for foam and vase arrangements. It ensures full development of flowers and maximum vase life.



Flower food

Chrysal Sustainable sachets

With bio based flower food we increase the use of renewable biological sources, without compromising our quality.





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Chrysal International BV, The Netherlands, +31 35-695 58 88, info@chrysal.com, www.chrysal.com