

# Floral Guide



Indianapolis  
Fruit



**Indianapolis  
Fruit®**

# Flower Power

With over 1,000 floral items offered annually, Indianapolis Fruit provides your store a comprehensive floral program. We offer bouquets, outdoor plants, holiday must-haves, vases, accessories, and more. Plus, all of our products come retail-ready. Indianapolis Fruit has your floral department covered for every season and every occasion.

## How it Works

Dynamic order guide distributed monthly.

Two-week lead time on all orders ensures fresher product.

Bouquets come in display-ready boxes and are UPC coded.

Standing Order Program - Set it and Forget it.

Hot deals and special pricing offered frequently.

## Our Floral Experts

**Jessica Budreau & Jennifer Butcher AIFD, CFD**

floral@indyfruit.com

Direct: 317-981-3491

Toll-Free: 1-800-377-2425 Ext. 3491

**We help you WIN**  
**the top floral**  
*occasions*  
*& categories!*



### TOP FLORAL HOLIDAYS

1. Valentine's Day
2. Mother's Day
3. Easter
4. Christmas

### TOP SELLING FLORAL

1. Mixed floral bouquets
2. Potted plants
3. Roses
4. Consumer bunches
5. Pre-made arrangements



[www.indyfruit.com](http://www.indyfruit.com)

4501 Massachusetts Ave | Indianapolis, IN 46218 | 800-377-2425



# winter

## DECEMBER

*Christmas, New Year's Eve*



Poinsettia & Zygo Cactus



Wreaths



Cape Christmas



Home Traditions

## JANUARY

*New Year's Day*



Pop the Cork



January Cheer



Eucalyptus



Azaleas

## FEBRUARY

*Valentine's Day*



Dozen Rose Bouquet



Dozen Rose Arrangement  
in Vase



Touch of the Season



Small Valentine's Day  
Mason Jar



# Spring

## MARCH

*St. Patrick's Day, Daffodill Day's - ACS, International Women's Day*



Iron Cross Planter



Pot 'o Gold Bouquet



10 Stem Daffodil Bouquet



Irish Moss

## APRIL

*Easter, Administrative Professional's Day, Teacher Appreciation Week, Prom*



Assorted Bulbs



6 Inch Easter Lily Planter



Dream On



Boston Fern Planter

## MAY

*Mother's Day, Nurse's Day, Memorial Day, Graduation*



You Did It



Make Her Day



Hanging Baskets



Hydrangea Planter

# Summer

## JUNE

Father's Day, PRIDE Month, Cancer Survivor Month



Succulents Planter



Assorted Tropical Hanging Baskets



Assorted Gerberas



Crazy Daisies

## JULY

Independence Day



Freedom



Aloe Vera Plant



Summer Shine



Mosquito Planter

## AUGUST

Back to School



Violets



Back to School Bouquet



Assorted Tropical Foliage



Foam Arrangement



# fall

## SEPTEMBER

*Labor Day, Grandparent's Day*



Sunrise



Orchid Planter



Mixed Mum Planter



Yellow Sensation

## OCTOBER

*Breast Cancer Awareness, Sweetest Day, Bosses Day, Halloween*



Pumpkin Patch



Touch of the Season



Pink Rose Bouquet



Mini Roses

## NOVEMBER

*Thanksgiving, Veterans Day*



Cinnamon Spice



Rosemary Tree



Cornacopia



Apple Basket



# PHOTO WORTHY FLORAL



Interest in houseplants continues to increase as consumers are posting their favorite plant photos online. Take advantage of this trend and make the in-store experience convenient, pleasurable, and customer-minded. Make sure your department and products are social media ready.

Baby boomers are still the largest purchasing demographic for floral items because of the decades-long advertising campaigns promoting the importance of giving flowers as gifts. The millennial crowd has been a little more difficult to advertise toward but not impossible. With a rise in spending over the past couple of years, millennials have more disposable income to purchase floral goods.

Engaging millennials has shifted to digital content. This demographic is more about the experience, so activity-based selling that they can post online will boost sales and result in free advertising.

Ensure that your product is fresh, unique, convenient, and photo worthy!

## Become a *floral* DESTINATION



# TOP TEN techniques to boost impulse sales

1. Use **COLOR** to create eye-catching displays.
2. Use **THEMES** to renew interest in everyday items.
3. Keep **UNDECORATED** plants available to attract consumers who buy for themselves.
4. Create displays that **EMPHASIZE** special products or services.
5. Change stock and displays **FREQUENTLY**, so consumers are drawn into the department weekly.
6. Be **FLEXIBLE** in order to change an item or arrangement that isn't selling.
7. Have staff **ON HAND** to provide information and assistance at all times.
8. Create a **WELCOMING** atmosphere with accessible displays that encourage browsing.
9. Offer only **QUALITY** plants and floral arrangements.
10. Make the department **VISIBLE**, so customers can see it from most areas of the store.

**DON'T FORGET THE SIGN!**  
Signs tell the customer what the price is, what the plant is, and how to take care of it.

**A GOOD SIGN IS THE BEST SELLING TOOL.**



## PLANT CARE & HANDLING

### Prompt Processing

Shipping boxes offer a high humidity condition that can lead to the development of plant disease. Humid boxes can be an incubation chamber for disease. Plants should be unpacked promptly, inspected for insects, disease, and plant size standards (height, width, and number of flowers).

### Watering

It is very easy to over-water, especially if the plants are sold in sleeves without drainage. Do not add water without checking soil moisture first. If additional water is needed, excess water should be poured out of the pot cover after about 30 - 45 minutes. Roots will be damaged on plants that sit in water and the plant's longevity will be reduced.

## CUT FLOWER CARE

### Flower Storage

Store flowers in a cooler at the proper temperature setting, usually between 36-38 degrees F with a relative humidity of 80-90 percent.

Limit opening the door to the cooler. This causes temperature variations that lead to condensation on flower packaging and increases the risk of spreading disease.

Avoid storing flowers near ethylene-producing products, such as fruit and tomatoes. Ethylene gas will rapidly age the flowers.

Store cold-sensitive flowers (such as orchids) in warmer temperatures, between 53-59 degrees F.

### Becoming Display Ready

Removing sleeves reduces moisture that may accumulate inside sleeves (especially plastic) during display. If the plants were shipped in boxes with a ton of moisture or if the temperatures fluctuated during travel, there is likely moisture buildup — remove the sleeves as soon as possible to avoid potential disease and rot.

### Holding Until Need Occurs

If more plants were received than will fit in your retail display area, it is best to hold the extra plants (after the inspection and checking soil moisture) in a cooler at the proper temperature for each plant and a humidity around 75 percent. Holding plants in original boxes should be limited to two or

Clean and disinfect the walls and floors of the cooler frequently. It's important to remove dead plant material that may harbor plant disease or emit ethylene gas.

### Care and Conditioning of Cut Flowers

Allow flowers that were delivered dry to hydrate in a cool spot for several hours. Let them absorb a solution of water and flower food product before placing them in your display area.

Follow the dosing instructions on all flower food products. Proper ratios are critical to achieve optimum results.

Prepare the stems before placing in water.

three days. Coolers containing (or are near) fruits and vegetables should not be used.

### Displaying Under Proper Conditions

Lower light levels and higher display temperatures will cause bud and flower drop, flower fading, and reduced plant longevity. Research has shown that displaying plants at low light levels for just two to three days will cause bud drop regardless of the conditions. Direct sunlight and temperatures above 75 degrees F should be avoided. Crowding plants during display can have the same impact as displaying plants at low light levels because light is not reaching leaves below the top of the plant canopy. Finally, maintain plants with moist soil during display.

Using a sharp knife, trim off a portion of the stem's bottom and remove the leaves that would end up below the water line.

Take care not to scuff or pinch the flower stems. Damaged stem tissue significantly reduces flower performance by inhibiting water absorption. Scissors are never recommended for cutting flowers.

Do not unnecessarily remove thorns. Areas where thorns are removed become wounds, and may introduce disease.

Always use fresh, cold water for storing flowers. Avoid mixing old vase water with fresh vase water.