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Welcome to our sizzling summer issue full of inspirational sunny styles that showcase desirable everyday arrangements. With the sunshine comes the joy of outdoor entertaining and what better way to lead the way into an event than suspending small arrangements from trees. See page 4 for perfect garden designs. Whilst the weather at the RHS Chelsea Flower Show was a little chilly, this did not dampen the spirits of the crowds of people who descended on this gardener's paradise.



Interflora

The RHS Chelsea Flower Show is a global phenomenon - quite simply the greatest garden show on earth. A Gold Medal at Chelsea is the pinnacle of achievement for horticulturists and floral experts the world over. In its centenary year the show excelled and they even let in the little people. A naughty gnome crept into the Gold Medal winning Interflora exhibit that was a beautiful celebration of their 90th anniversary. The exhibit called 'Time Frames' captured Interflora's history and heritage over the last 9 decades, visitors enjoyed moments of nostalgia with styles, trends and flowers that have changed through the years.



The NFU and Waitrose's Gold Medal exhibit allowed visitors to walk through the stand to get a better understanding of what British growers produce. Everything was grown in Great Britain and the eyecatching British map, which took pride of place on the award winning exhibit, was specially made and cut to shape by OASIS® Floral Products.

The NAFAS exhibit entitled 'Far Below the Sea Blooms,' also got a Gold Medal for its lush and colourful arrangements that this year were created by SAFAS – the Scottish Area of NAFAS.



NAFAS

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Above everything quality and reliability are needed at the RHS Chelsea Flower Show in both plant material and sundry items. The exhibits



have to last a whole week

and this is why Gold Medal winning exhibitors choose OASIS® Brand Floral Foam Maxlife above all other floral foams. The properties in OASIS® Brand Floral Foam Maxlife means that designers and florists can rely on their flowers lasting up to 50% longer than in previous floral foam.

Pedestal and Jumbo Blocks are perfect for large floral arrangements and OASIS® Floral Products were proud to sponsor all three Gold Medal exhibits with not only OASIS® Brand Floral Foam Maxlife, in various shapes and sizes, but also containers, wires, water dyes, glassware and test tubes to name but a few.

The show gardens always attract a lot of attention but for florists a corner of the Great Pavilion is where the real action takes place. This is where the 'RHS Young Chelsea Florist' and 'Florist of the Year' competitions take place and at these hotly contested



Paula McLagan

competitions the standard of work was amazing. The young florists pulled out all the stops and five Gold Medals were awarded, the highest number of Gold's ever in the Young Florists competition. It's brilliant to know that there are so many talented florists, under 25 years of age, coming up through the ranks.

**Gold Medal and Best in Show** in the **RHS Young Chelsea Florist of the Year 2013 Competition** went to Paula McLagan from Something Special, Blairgowrie.

#### Gold Medals also went to: Charlotte Baker, Hubbards Florist, Coventry Joe Massie, Joe Massie Creative Jessica Richards, Lavender Florist / Victoria Richards

Floral Design Victoria Richards, Lavender Florist/Victoria Richards Floral Design



Charlotte Baker



Joe Massie



Tessica Richards



Victoria Richards

#### Silver Gilt Medal

was awarded to Amy Manley, Hubbards Florist, Coventry



Rebecca Hough, A Secret Garden, Hartlepool

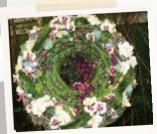


Rebecca Hough

#### **Bronze Medal**

Daisy Ellen Burgoyne, Flowers at Frosts Sophie Watton, Bleujen Florist, Bude

Congratulations to all the winners and to Rebecca Hough who OASIS® Floral Products were pleased to sponsor.



Laura Leong

The competition schedule called for a never-ending circle to be placed in Ranelagh Gardens for a centenary concert. The designs were diverse, inspirational and exciting and floristry at its very best drew enormous crowds.

#### RHS Chelsea Florist of the Year 2013 the winners:

Gold Medal and best in show went to Laura Leong from Moulton College.

#### Gold Medal

Tracey Griffin of Tracey Griffin Flowers

#### Silver Gilt Medal

Neil Whittaker, Design Element, Irlam, Manchester

#### Silver Medal

Alison Doxey, Academy of Floral Art Di Marvell, Petals Florist Erica Tippett, Bleujen Florist, Bude Amanda Coghill, Amanda's Creative Florist

#### **Bronze Medal**

Caroline Crabb, Fleurtations, Bodmin Karen Sherwin, George Preston Florist, Newry Julie Cambridge, Julie Cambridge Floral Design Melanie Garbutt, Passion Flowers Florist

Thousands of people were asked to vote by the Royal Horticultural Society on the plant of the century, and the successful plant was Geranium Rozanne ('Gewart'). One of the reasons for its popularity is the lengthy flowering period and reliability, exactly the same reasons why florists choose OASIS® Brand Floral Foam Maxlife!



In the Great Pavilion the Diamond Jubilee Award went to Warmenhoven, the Dutch growers of Amaryllis and Alliums whose spectacular exhibit showed stunning blocks of purple Alliums. These were arranged at their best in parallel fashion and under a canopy of massed brilliant coloured Amaryllis hung upside down to display their beauty.

100 years of RHS Chelsea Flower Show has given the best of horticulture and with nearly sixty years of dedication to our industry, OASIS® Floral Products has given the very best to florists worldwide.

Finally its good luck to two young florists representing the UK in floristry competitions this year. Chloe Woolf who is the florist representing the UK in the WorldSkills in Leipzig and Sophie Watton our UK florist in Eurofleurs to be held in Croatia in September.

Enjoy our summer bumper issue with great ideas for seasonal sales!





Traceu Griffin

# BRANCHING OUT

With the summer party season in full swing easy alfresco designs will steal the scene.

Suspend groups of Hanging Glass Cone Vases from trees and branches to create a stunning entrance for an outdoor event. Decorate simply with floating crystals and pop in a few flowers. Don't forget to add Floralife® Cut Flower Food to the water to aid flower life. Branching out into open-air decoration can result in tree top profits.



# **BABY BLOOMS**

Baby designs for a Prince or Princess.

With Royal babies a hot topic at the moment the focus is on what gifts to give new Mums and OASIS® Floral Cupcakes are the recipe for success.











8cm OASIS® Floral Cupcake



Turquoise Galaxy Non-Woven Wrap



White Pearls on Reel

### Designer Tips

- Wrap the OASIS® Floral Cupcake in a fabric wrap and glue to the container for extra security.
- Ensure the Pearls on Reel are tightly attached to prevent them slipping off.

#### Flowers and Foliage

Rose 'Avalanche' Eryngium 'Orion Questar'

#### **Princess**

#### Ingredients



8cm OASIS® Floral Cupcake



Pale Pink Spiders Web



White Pearls on Reel

### Designer Tips

- Soak the OASIS® Floral Cupcake by floating it upside down on water. Once the air bubbles stop and the container starts to sink remove and drain any excess water away.
- Ensure all stems are firmly pushed into the floral foam to allow maximum water uptake.

#### Flowers and Foliage

Spray Rose 'Jana' Hydrangea 'Masja Rood'

#### Fairy Cake

#### Ingredients

8cm OASIS® Floral Cupcake



Yellow Spiders Web



White Pearls on Reel

#### **Angel Cake**

#### Ingredients



8cm OASIS® Floral Cupcake



Ivory Galaxy Non-Woven Wrap



White Pearls on Reel

## Designer Tips

- Small OASIS® Floral Cupcake arrangements are a great idea for baby shower gifts for the Mum-to-be, or as favours for guests.
- Flowers on short stems have long lasting qualities to increase customer satisfaction.

#### Flowers and Foliage

Rose 'Luviana' Carnation 'Liberty'

### Designer Tips

- Add a sprinkling of Flower Glitter to make the design sparkle.
- Never throw away left over flowers as they can make a profitable small design.

#### Flowers and Foliage

Chamelaucium - Waxflower Ofir Bouvardia 'Royal Daphne Supreme'

# DOORSTEP DELIGHT

Whether it's rain or shine don't miss out on summer sales, doorstep planters are a great money-spinner.



Tailor made doorstep planters should complement the door and surroundings and provide a summery look. The Round Willow Orchard Baskets are ideal for planted arrangements as they are available in three different sizes and are roomy enough to encourage plant growth. Decorate the design with well chosen accessories to accentuate the look.



# **RETRO STYLE**

Some arrangement styles stand the test of time and make a comeback from time to time and others remain classic crowd pleasers forever.



The Living Card is an arrangement that has been elevated to a timeless forever design. No wonder it is so popular it's an easy everyday arrangement that is quick to make, value for money and profitable for florists. Why change such a great seller that customers love?



# **VICTORIAN** UPDATE

Artificial silk and dried flowers are set for a comeback.



Updating styles to reflect todays discerning customer's needs is essential and the Victorian look of this Glass Dome from OASIS® Floral Products has been given a modern day makeover. Follow these easy step-by-step instructions to make this stylish design.



### How to...

1. Cut the OASIS® Styropor Sphere in half and make a hole in the top to hold the OASIS® Mini Deco snugly. Glue the OASIS® Mini Deco in place using the OASIS® Fl.



the OASIS® Floral Adhesive Tube.

2. Cover the OASIS® Styropor Sphere with dried Eucalyptus leaves. Start at the bottom overlapping the leaves to make a neat pattern. Pin in place with



Clear Diamante Pins ensuring that all of the OASIS® Styropor Sphere is covered.

3. Crunch Aluminium Wire together to make a flat plate with a decorative lip. Thread Beads through the rim with silver Bullion Wire. Add a frill of Mini Preserved



Gypsophila to cover the OASIS® Mini Deco and pop an artificial Phalaenopsis Orchid into the top. Finish by placing the arrangement on a cake plate with the Glass Dome fitting over it. Decorate the outside of the Glass Dome with more artificial Phalaenopsis Orchids.

There is a simple 5 Steps to Fresh plan for professional flower care. It's an insurance policy for florists to guarantee that flowers a flower care is vital, floristry skills are not enough, expert organization, high-quality cleanliness and specialist flower care all world flowers, their FloraCare® programme of study and research explores the best possible ways in which to do this. Try this 5 Steps





There's nothing worse than the pong of dirty flower buckets, nasty to smell and look at and what's more harmful to the flowers. Proper sanitation is an integral part of flower care and handling. Bacteria and fungi build up fast in dirty buckets and can penetrate the flower stems. This means the water carrying tubes in the stems become clogged with slime and causes premature wilting. Use Floralife®

Cleaner to give your flowers
the best start from the
very beginning. Use it
to clean your work
surfaces, cool rooms
and tools to ensure
optimum sanitation as
Floralife® Cleaner has
less harmful properties
than house detergents and

bleach.



#### **Hydrating**

Hydration in a flower shop is important from the minute cut flowers arrive from the grower or wholesaler. Often the florist has no idea what sort of treatment the flowers have been given by the grower and when flowers arrive dry packed they need immediate attention. Floralife® Quick Dip is an instant, ready-to-use re-hydrating solution for all types of flowers. Using Floralife® Quick Dip as a hydrating treatment when conditioning flowers gives them an extra boost by promoting water uptake, which prevents bent neck and limp leaves. Jump-start your flowers by using this effective



#### **Nutrition**

Floralife® Clear 200 Stora Solution will keep cut flo condition. Formulated to the correct amount of nu premature bud opening solution is great for all ty cutting the flower stems is a great way to start flo give flowers the correct a so use a dosing unit or h pump to ensure optimus flower freshness.

Starting fresh is easy with this **5 Steps to Fresh** programme by Floralife<sup>®</sup>. Use the full programme or mix and match products to suit your needs, ensuring professional e

product.



and foliage last the longest possible time for customers. Applying professional standards and techniques when it comes to ks hand-in-hand with floral design talent. Floralife® are constantly researching and developing products to enhance the life os to Fresh plan for maximum flower lasting qualities.

**Flora**Life



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#### **Protection**

Floralife® Finishing Touch is a ready to use liquid finishing spray mist used on fresh flowers and foliage, floral designs and pot plants to refresh, hydrate and protect. It's an essential tool for florists, particularly useful for bridal work where buttonholes, corsages and bouquets can be made up in

corsages and bouquets
can be made up in
advance and then
protected with a
quick spray. The
spray is transparent
and leaves no
residue, try it on pot
plants and foliage too, it's
a clear winner.



#### **Customer Care**

Flowers need a continuous supply of energy and water to gain maximum vase life. Using properly formulated flower food such as Floralife® Clear Flower Food Sachets provides the necessary conditions to improve the life of cut flowers. Floralife® Clear

Flower Food Sachets give a nutritional boost to flowers and is available in liquid and powder form. Use also for cut flower storage, vase solutions and floral foam soaking to help keep flowers in peak condition.





#### Leafshine

As an added 6th Step in your programme, use Floralife® Leafshine to add a beautiful and professional luster to foliage. Floralife® Leafshine creates a natural shine to foliage and leaves it looking natural, not oily.



# TWENTY-ONE TODAY



Why keep OASIS® FOAM FRAMES® Numbers exclusively for funeral tributes when they make fabulous table centres for parties and events?

Fun, young and funky saying 'Happy Birthday' with a brightly coloured twenty-one decoration will set the party off to a swinging start. Site the arrangement in the centre of a buffet or cake table for maximum impact. Use primary colours to accentuate the youthful design and the future is bright for novelty party designs.



# CONGRATULATIONS & CELEBRATIONS



For the class of 2013 this delightful graduation gift made using a large OASIS® Floral Cupcake will say 'Congratulations' with maximum effect and greatest profit.

Cover the base with classy black and red coloured Organza, add a frothy topping of white Carnations and decorate with a graduation scroll and cap. When school is out and exams are over it's time to party and for graduation events use the large OASIS® Floral Cupcake for a table centre and smaller ones as place settings.



# **TWILIGHT**

The symbolic shape of a cushion funeral tribute suggests the last resting place.



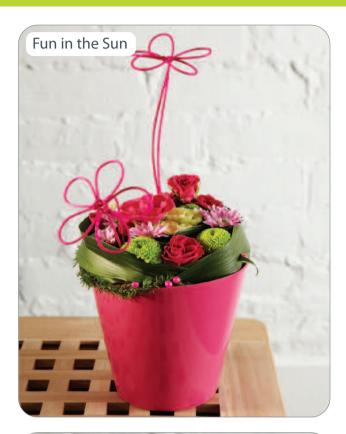
Soft and gentle twilight colours give a peaceful feeling and a sense of calm on such a sad day. The tribute made on an OASIS® NAYLORBASE® Cushion holds plenty of water for the thirsty Hydrangea base. See below how to use Floralife® Quick Dip to promote water uptake.



# BRING ME SUNSHINE

Four everyday sunshine specials using the new Artevasi containers from OASIS® Floral Products.











OASIS® Ideal Floral Foam Maxlife



11cm White Artevasi Cubo Pot



White Pearls on Reel

Clear Crushed Ice

### Designer Tips

- Five perfect Roses embellished with a circle of beads makes a simple modern table arrangement. Finish by covering the OASIS® Ideal Floral Foam Maxlife with decorative chippings.
- Plunge the Rose stems into Floralife® Quick Dip for a couple of seconds to promote water uptake.

#### Flowers and Foliage

Rose 'Pacific Blue'

#### Fun in the Sun

#### Sundries



OASIS® Ideal Floral Foam Maxlife



15cm Pink Artevasi Porto Alto Pot



10mm Strong Pink Round Headed Pearl Pins



Strong Pink Metallic



Strong Pink Rattan Flower

### Designer Tips

- Split an Aspidistra Leaf and wrap around the inner edge of the container to provide a green border. Secure with decorative pins.
- Add smiley Rattan Flower picks to give height and fun to the arrangement.

#### Flowers and Foliage

Chrysanthemum 'Feeling Green' Chrysanthemum 'Amadea' Spray Rose 'Glorious'

Spray Rose 'Cream Garcia' Aspidistra Leaf Rosemary

### **Sunny Days**

#### Sundries







11cm Green Artevasi Cubo Pot



Gold Hexanet

Foam Maxlife

#### Summer Sizzler

#### Sundries







15cm Purple Artevasi Orquidea Pot



10mm Strong Pink Round Headed Pearl Pins



Strong Pink Metallic Wire

### Designer Tips

- Decorate the container and edge the rim of the arrangement with Hexanet. Then thread through Lily Grass to give a unified look.
- Soak the OASIS® Ideal Floral Foam Maxlife in a Floralife® Flower Food solution to aid flower life.

#### Flowers and Foliage

Rose 'Illios' Craspedia Hypericum 'Jade flair' Liriope - Lily Grass

### Designer Tips

- Tightly bind a stem of Rosemary with Metallic Wire to make a flexible decorative garland to encircle the domed arrangement. Secure with a decorative pin.
- Group differing colours and textures together for greater impact.

#### Flowers and Foliage

Spray Rose 'Glorious' Spray Rose 'Babe' Spray Chrysanthemum 'Feeling Green'

Spray Chrysanthemum 'Santini Viking' Rosemary

# SCENTS OF SUMMER

Fragrant flowers in a traditional Wooden Trug Basket give the abundance garden look of high summer.



Incorporate a sweet scented candle to give added value to this perfect seasonal gift. To make this popular basket arrangement, follow our easy step-by-step instructions.



### How to...

1. Float half a block of OASIS® Ideal Floral Foam Maxlife until it is completely submerged. Always soak in a Floralife® Flower Food and water solution to aid



longer flower life. Use a Large Square/Round Bowl to hold the floral foam firmly and attach Pot Tape around the handles of the basket and across the floral foam to secure in place. Start to make the outline of the arrangement with foliage.

2. Strengthen the main outline with more foliage and add the vertical placements of flowers. Re-cut all the stem ends diagonally for better water uptake and push firmly



into the floral foam. Place the tallest flowers right at the back of the floral foam to give depth to the finished arrangement.

**3.** Continue to add the flowers using the Peonies and larger flowers in central placements. Fill in with smaller flowers around the



the arrangement. Although this is a front facing design the arrangement should look good from the side view and the back must be neatly finished with foliage. Secure coils of Aluminium Wire to one side to firmly encase the scented candle.

# **GARLAND** OF LOVE





Garlands have played an important role in worship throughout history. Choosing a wicker coffin reflects the lifestyle of the deceased and this softly flowing garland festoons the sides of the coffin enhancing the beauty of the hand crafted cane design. The garland is made using approximately two and a half OASIS® Ideal Floral Foam Netted Garlands, which makes it quick and easy to make and an impressive tribute.



# **SUNNY MEMORIES**



Evoke happy memories of sunny times with an exotic collection of flowers from around the world.

Uplifting and stunning this vibrant coffin tribute is made on a 60cm OASIS® Casket Tray to give a firm non-slip foundation. Tropical flowers with heavy stems need maximum support. To aid stable anchorage and reliability the OASIS® Casket Tray has an 8cm depth of OASIS® Ideal Floral Foam Maxlife to keep strong stems in place.



# Introducing the **NEW** improved Floralife® Flower Care Range

As **FRESH** as the flowers it feeds



### 1. Sanitise

Clean and deodorise your tools, buckets and work space.



Jump-start flowers by promoting water uptake.



# 3. Nourish

In-shop solution that provides nutrients to keep flowers fresh and looking great.

### 4. Protect

Refresh, hydrate and protect flowers with a misting of finishing spray.





# 5. Customer Care

Take care of your flowers long after they have left the shop by giving your customers flower food in a sachet that can be used in a vase or a floral foam arrangement.

www.floralife.com