



## Florissant 330



Universal nourishment solution for flowers with a soft or woody stem. Does contain high sugar levels and therefore ideal to be used in the last phase of retail where the consumer is buying the flowers. At this phase in the chain flowers can use an extra boost to stimulated opening of flowers and perform better in the vase.

### GENERAL

- ✓ Conditioning and nourishment product for all cut flowers
- ✓ For use in arrangements, both in vases and in floral foam
- ✓ Fit for end users in the flower chain: retailers
- ✓ Contains active ingredients for the hydration of flowers
- ✓ Contains enough flower food to stimulate full development of buds and flowers for best ornamental value
- ✓ Available in 25 and 200 Ltr units

### PURPOSE

- ✓ Stimulates the uptake of water
- ✓ Prevents wilting of leaves and flowers
- ✓ Lowers the pH of the water
- ✓ Dissolves clear, clean and odour free in water
- ✓ Feeds flowers for optimum condition
- ✓ Leaves and stems remain firm and green
- ✓ Stimulation of bud and flower development
- ✓ Optimises ornamental value

### EASE OF USE

- ✓ Can be used in all water types
- ✓ Solution lasts for entire vase life; no need to change vase water
- ✓ Non restricted discharge to drain water
- ✓ Instrumental monitoring and automatic dosing possible

### MERITS

- ✓ Saves water consumption and labour
- ✓ Reduction of waste flowers
- ✓ Extension of vase life and ornamental value

## Back ground

Most postharvest products were developed in the early 80-ies to improve vase life starting at the grower. Specific Florissant products for specific types of flowers were invented. At the same time Florissant flower food was developed to nourish the flowers on a consumer level.

When import of flowers was increasing products were developed to be used for rehydration of fresh flowers. Nowadays most Dutch importers and all Dutch Flower auctions are using Florissant products to rehydrate imported flowers.

The trade of flowers changed considerable over the last years calling for uniform rehydration products, with and without sugars.

## 300 series

After years of research Florissant has developed a brand new product line containing 3 new universal products.

Florissant 310 to condition all types of cut flowers  
\* for growers, importers and wholesaler

Florissant 320 to condition and nourish all types of cut flowers  
\* for growers, importers and wholesaler

Florissant 330 to nourish all types of cut flowers  
\* for flower shops, supermarket and wholesaler

Additional information can be downloaded from the UFO SUPPLIES website ([www.ufosupplies.nl](http://www.ufosupplies.nl)) as well as a brand new instruction video describing the real reason for consumers buying flowers as well as all the post harvest steps from grower to final consumer.

## FLOWER CARE IN EVERY STEP OF THE CHAIN

	<b>GROWER</b>	<b>TRADE</b>	<b>CONSUMER</b>
Average number of days before flowers reach the next step in the chain	1 - 3	2 - 7	> 7
Average number of stems / Ltr water	50 - 100	25 - 100	10 - 15
	importance		
WATER balance	high	high	minor
GROWTH REGULATOR balance	high	minor	minor
NOURISHMENT balance	minor	average	high
<b>RECOMMENDED FLORISSANT</b>	<b>post harvest 310</b>	<b>Conditioning 310 / 320</b>	<b>Nourishing 330</b>

Please also check the movie on Youtube (power your flower with Florissant) or order a promotion dvd at [florissant@ufosupplies.nl](mailto:florissant@ufosupplies.nl)

