



Florissant 320



Universal rehydration and nourishment solution for flowers with a soft or woody stem. Does contain little sugar to maintain the activity of the metabolism and therefore ideal to be used when the consumer is at sight and the opening of flowers should be stimulated

GENERAL

- ✓ Conditioning and nourishment product for all cut flowers
- ✓ For use during transport and sales presentation
- ✓ Fit for entire flower chain from wholesaler to retailer
- ✓ Contains active ingredients for the hydration of flowers
- ✓ Contains some active ingredients for the nourishment of flowers
- ✓ Can be used in cold store as well as at ambient temperatures
- ✓ Available in 25 and 200 Ltr units

PURPOSE

- ✓ Stimulates the uptake of water
- ✓ Maintains energy levels in the flower
- ✓ 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
- ✓ Limited stimulation of bud development

EASE OF USE

- ✓ Can be used in all water types
- ✓ Ready-to-use solution (re-)usable up to one week
- ✓ Non restricted discharge in effluent water
- ✓ Instrumental monitoring and automatic dosing possible

MERITS

- ✓ Saves water consumption and labour
- ✓ Reduction of waste flowers
- ✓ Extension of transport and sales period

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) 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

	GROWER	TRADE	CONSUMER
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
RECOMMENDED FLORISSANT	post harvest 310	Conditioning 310 / 320	Nourishing 330

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

