



Florissant 310



Universal rehydration solution for flowers with a soft or woody stem. Does not contain any sugar and therefore ideal to be used when the consumer is not yet at sight and the opening of flowers should NOT be stimulated. As transport is required to reach the consumer and open flowers cause too much physical damage.

GENERAL

- ✓ Conditioning product for all cut flowers
- ✓ Gives a boost after harvest and dry transport
- ✓ Fit for use by growers, wholesalers and bouquet makers
- ✓ Contains active ingredients for the hydration of flowers
- ✓ Suitable for use at low temperatures (i.e. in cold stores)
- ✓ 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
- ✓ Helps prevent 'bent-neck'
- ✓ Leaves and stems remain firm and green

EASE OF USE

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

