

Leaders of the Pack

New bling, container shapes, care tools, kits and wraps steal the spotlight at SAF's annual Premier Product Showcase.

By Jenny Stromann

Florists searching for new containers and hip accessories were in the right place this fall: SAF Lake Las Vegas 2005. Just 17 miles from the Las Vegas Strip, SAF's Professional Floral Communicators – International (PFCI) demonstrated some of the industry's newest hard goods during SAF's annual convention. At "The Latest and Greatest: Premier Product Showcase," Ardith Beveridge, AAF, AIFD, PFCI, and Jeff Corbin, AAF, AIFD, PFCI, wowed a standing-room-only crowd of convention-goers with a parade of products in bold colors, new textures and customizable extras. Here are some of the top crowd pleasers:

All that Glitters



Submersible FloraLyte

Acolyte Technologies' Submersible FloraLytes go underwater. Place them at the bottom of vases, ice sculptures, pools and more, or use them with transparent materials, such as frosted glass, sea glass and white flowers and ribbons. Available in 10 colors, Submersible FloraLytes last 48 hours and feature an on/off switch and replaceable batteries. *Available through your wholesaler.*

Acolyte Technologies Corporation: (888) ACOLYTE; www.888acolyte.com

Glitter Sprays — Four New Colors

Spray red and green glitter on Christmas products. Design Master color tool Inc.'s glitter line now includes traditional holiday colors as well as purple and orange. Spray poinsettias, fresh flowers, plants, pots and tissue papers. Use in candlelight settings, prom



flowers and other event work. *Available through your wholesaler.*

Design Master color tool Inc.: (800) 525-2644; www.dmcolor.com

The Flower Necklace^(PP)

The cool kids and hippest brides will come to you for proms, homecomings and weddings thanks to Fitz Design's Flower Necklace (patent pending). Add flowers to create party headpieces, necklaces and vase jewelry. The white pearl bead or sparkling diamond bead necklaces (right) come assembled with a clear disk and 1/8-inch white ribbon. Necklaces are 9 inches by 1 inch. *Available through your wholesaler.*



Fitz Design Inc.: (212) 229-0277; www.creationsbyfitzdesign.com

Designer Stone Collections

For more than 100 years, the floral industry has known W.J. Cowee for its picks. Now, the company is breaking into a new product line with its Designer Stone Collections. The stones and seashells add texture and color to arrangements and tablescapes. Non-toxic and color-safe, more than 30 stones and seashell mixes come in five color themes: earth, fire, water, sky and mineral. Use in water, soil or foam. *Available through your wholesaler.*

W. J. Cowee, LLC: (800) 862-6933; www.wjcowee.com





Container Cache

Ascot Holders

Accent Decor's Ascot holders help create an intimate and elegant tablescape. Fill the martini-shaped glasses with flowers, candles and other accessories. The Ascot line includes 15-inch, 19-inch and 24-inch candleholders and 7.5- by 9-inch, 9.5- by 11.5-inch and 11- by 14-inch compotes.

Accent Decor: (800) 385-5114;
www.accentdecor.com

Dashing Roses® Vase

Use the Dashing Roses vase to target car dealers, limo companies and shuttle services as commercial clients, or use it as an add-on for sweet 16 gifts or everyday sales. The hand-laced, laser-etched leather jacket vase slides into most Ford trucks' T-shaped cigarette lighter receptacles and holds a fresh flower or small arrangement with no leaks or spills (ask manufacturer about other cars it fits into). You can replace the Dashing Roses logo with your logo.

Dashing Roses: (805) 453-1717; www.dashingroses.com.



Plush Vase Huggers

Fiesta's cuddly plush animals wrap around bud and small vases or can be inserted over vases using an expandable band. Fiesta also makes Plush Flower and Animal Sticks you can bend and pose. The Special Occasion Collection includes: Happy Birthday, Get Well, Graduation, New Baby, Christmas, Halloween, Valentine's Day, Easter and "I Love You."

Fiesta: (323) 581-9988; www.fiestatoy.com



The FTD Lasting Romance Bouquet®

Handcrafted and rendered in red glass layered with a frosted scroll design, this Valentine's Day vase will sell year-round for anniversaries and other romantic events. Fill with astroemeria, stargazer lilies, carnations and greens. Set includes vase, care card and FTD logo pic.

Shipping begins Dec. 27.

FTD: (800) 767-4000; www.ftdi.com



Premier Product Partners

SAF's Professional Floral Communicators – International (PFCI) thanks these companies for participating in the 2005 Premier Product Showcase. Check out 50 new products at www.safnow.org/about/PFCI/pps.cfm:

Accent Decor, www.accentdecor.com
 Acolyte Technologies Corporation, www.888acolyte.com
 Bella Fiori, www.bellafioristi.com
 Dashing Roses, www.dashingroses.com
 Design Master color tool Inc., www.dmcolor.com
 Fiesta, www.fiestatoy.com
 Fitz Design Inc., www.creationsbyfitzdesign.com
 FloraCraft, www.floracraft.com
 Floralife Inc., www.floralife.com
 FTD, www.ftdi.com
 Greenleaf Wholesale Florist,
www.greenleafwholesale.com
 Highland Supply Corporation, www.highlandsupply.com
 Jeff Corbin, www.jeffcorbin.com
 The John Henry Company, www.jhc.com
 PT Sekawan Intipratama, www.sekawan.co.id
 Smithers-Oasis, www.smithersoasis.com
 Stemson's, www.stemsons.com
 Syndicate Sales Inc., www.syndicatesales.com
 Teleflora, www.myteleflora.com
 W. J. Cowee, LLC, www.wjcowee.com 🌿

—J.S.

Colored Glass – Autumn Spice

Stop traffic and turn heads with Syndicate Sales' rich, opaque vases. Available shapes: 4010, 4016, 4018, 4048 (right) and 4049.

Available through your wholesaler.

Syndicate Sales Inc.:

(800) 428-0515; www.syndicatesales.com



Teleflora's Frosty The Snowman

"Frosty the Snowman was a jolly, happy soul ..." People of all ages can't help but sing-along to this holiday classic, so you know they'll enjoy Teleflora's hand-painted holiday keepsake. More than 10 inches tall, Frosty makes a perfect cookie or candy container.

Teleflora: (800) 321-2654;
www.myteleflora.com





New Foam Shapes

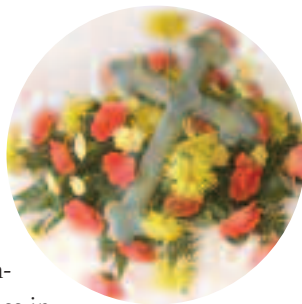
Sheets to Shapes & Wondercutter Plus

Cutting intricate, customized designs like the motorcycle above is a snap with FloraCraft. Its Wondercutter Plus heats in less than 30 seconds and cuts styrofoam up to 4 inches thick. The sheets to shape is a packet that includes three templates and styrofoam. *Available through your wholesaler.*

FloraCraft: (231) 845-5127;
www.floracraft.com

The Classic Cross

Made by a florist for florists, Jeff Corbin's Classic Cross accents sympathy and party work. Use the Cross in its natural color or enhance it with spray tints to provide texture. For a finished look, prime the Cross with latex.



Dimensions: 16.25 inches wide, 23.5 inches high and 1 inch deep. Sold in cases of 12.

Jeff Corbin: (800) 999-3831; www.jeffcorbin.com



New Care *Floralife® Bulb Food*

Bulb flowers need food, too. Try Floralife's clear fresh flower food formulated specifically for tulips, alstroemeria, lilies and other bulb flowers. Available in 10-gram packets or 10-

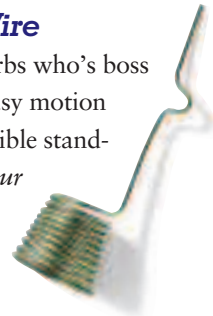
pound powder pails. *Available through your wholesaler.*

Floralife Inc.: (800) 323-3689; www.floralife.com

Stand-Up® Gerbera Wire

The name says it all. Show gerbs who's boss when you wire them in one easy motion with Stemson's sturdy yet flexible stand-up wire. *Available through your wholesaler.*

Stemson's: (978) 772-7510;
www.stemsons.com



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in ASK Foliage. Available through your wholesaler.

Greenleaf Wholesale Florist: (805) 343-6775;

www.greenleafwholesale.com



FIRSTHAND EVIDENCE "To get out of the shop and see products and how they work is the best way for us to learn," says Ardith Beveridge, AAF, AIFD, PFCI, about why SAF's Premier Product Showcase packed in crowds. Beveridge of Koehler & Dramm's Institute of Floristry in Minneapolis and Jeff Corbin, AAF, AIFD, PFCI, of Radford City Florist in Radford, Va., (left) demonstrated a sample of the 50 hard good products displayed.

more than 50 full-color designs and 90 free ink colors.

The John Henry Company: (800) 748-0517; www.jhc.com

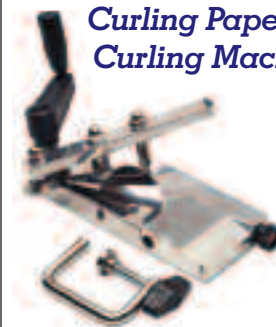
"First Impressions" Business Stationery Packets

Build your shop's image and sales with a consistent, professional look. John Henry makes it easy with unified letter-head, forms and cards in



New Wraps

Curling Papers and Curling Machine



Jazz up hand-tied bouquets with colorful, textured imported Italian floral crepe paper. To create a festive look, use the Bella Fiori Curling Machine, which clamps to any work table. Paper stays crisp in coolers and comes in more than 60 colors in a variety of textures and special occasion patterns.

Bella Fiori: (602) 667-0089;
www.bellafioristi.com

Butterfly Speed Cover®

Buckets never looked so fancy. Available in a variety of colors for everyday and seasonal use, the Butterfly Speed Cover is clean and re-useable. Its durable material ensures large plants don't rip out.

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Highland Supply Corporation:
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www.highlandsupply.com

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Intipratama's floral wrap. If you don't see the color or design you want, special order it. The spunbond, nonwoven waterproof material comes in 2 feet by 66 feet rolls and sheets based on your required size. Available through your wholesaler.



PT Sekawan Intipratama: 62-31898-3888;
www.sekawan.co.id

Lomey® Hand-Tied Bouquet Wraps

Smithers-Oasis' Lomey Hand-Tied Bouquet Wraps personify classic, stylish brides. And its Velcro adhesives save you time and make bouquet wrapping a cinch. Available: White satin with

Well Said

SAF's Professional Floral Communicators-International (PFCI) includes the industry's most accomplished speakers. Contact a member of SAF's PFCI to host a program or to demonstrate new products. Search by name, state and expertise at www.safnow.org/about/pfci.cfm or contact SAF's PFCI at (800) 336-4743; PFCI@safnow.org.  —J.S.



ribbon, white satin with pearl embroidery and white silk with pearls.

For an alternative use, wrap around a vase. Available through your wholesaler.

Smithers-Oasis: (800) 321-8286; www.smithersoasis.com. 



Jenny Stromann is SAF's consumer marketing manager and staff liaison for PFCI. E-mail: jstromann@safnow.org.

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