

UNDER THE SEA











A highlight of SAF Amelia Island 2019, the New Products Showcase served as a launching pad for the hottest products and services making a splash in the floral industry.

BY SHEILA SANTIAGO

Faux coral on the walls and podium set the scene for the New Products Showcase at SAF Amelia Island 2019, the Society of American Florists' 135th annual convention, presented by SAF's Professional Floral Communicators-International Board of Trustees.

"The New Products Showcase is designed as a fast-paced, high-energy event," said Jenny Behlings, AAF, AIFD, PFCI, SDCF, of Jenny's Floral in Custer, South Dakota, one of the program's presenters. "It gets you motivated and excited to see the latest and greatest of what the industry has to offer."

Here are some of the products and services given color commentary by "The Crab" Behlings; "Nemo floating among debris" Vince Butera, AAF, AIFD, PFCI, of Butera the Florist in York, Pennsylvania; "Jellyfish" Theresa Colucci, AAF, AIFD, PFCI, of Meadowscent in Gardiner and New Paltz, New York; "Pearl Princess" Jenny Thomasson, AIFD, EMC, PFCI, of Stems Florist in Florissant, Missouri; and "Loan Shark" J. Robbin Yelverton, AAF, AIFD, CF, MCF, PFCI, of Blumz by...JRDesigns in metro Detroit.

NEW TREASURES AHOY The Professional Floral Communicators – International Board of Trustees unearthed all sorts of buried treasure during the New Products Showcase in Amelia Island, Florida, in September. The team of dynamic presenters included **Jenny Behlings, AAF, AIFD, PFCI, SDCF**, of Jenny's Floral in Custer, South Dakota; **Jenny Thomasson, AIFD, EMC, PFCI**, of Stems Florist in Florissant, Missouri; **Theresa Colucci, AAF, AIFD, PFCI**, of Meadowscent in Gardiner and New Paltz, New York; **J. Robbin Yelverton, AAF, AIFD, CF, MCF, PFCI,** of Blumz by...JRDesigns in metro Detroit; **Vince Butera, AAF, AIFD, PFCI**, of Butera the Florist in York, Pennsylvania.

Fun and Fancy Free

"Anyone 8 to 98 would love to get such an adorable planter – it's the perfect gift!" said Behlings of **Accent Decor's Lolly Unicorn planter**, which features a whimsical, multicolor iridescent finish that instantly evokes childlike joy. **accentdecor.com**





Wedding Cheat Sheet

Brides-to-be are visual creatures. If you want to put them at ease, generate excitement and get them to sign on the dotted line, it helps to give a detailed breakdown of designs, complete with gorgeous imagery and flower names. **Proposals Premium** by **Curate** does exactly this. It's "a professional visual that helps close sales while allowing florists to easily create recipes for an entire wedding event for staff," said Thomasson. **curate.co**

Shipping Savings

Colucci called **CalFlowers'** (the California Association of Flower Growers and Shippers) **FedEx Shipping Program** "a no brainer." "This program is for anyone who has shipped or needs to ship out of their store," she said. "The program saves customers big time." **cafgs.org**

That's a Wrap

Decowraps' new **Multilayer Wraps** lend texture and color to dress up hand-tied bouquets in a matter of seconds. "It's a unique way to save time and labor," said Thomasson. **decowraps.com**



Custom Card Creator

Want an easy way to upsell? Enter **Card Isle** with its system that allows you to personalize and print boutique-quality greeting cards lickety split, Colucci said. **cardisle.com**





Fab Filter

Design Master color tool's "Just For Flowers" spray lets designers "adjust" blooms' natural coloring "to achieve just the right shade without hiding the beauty of the flower," said Butera. The new flower dye comes in colors directly on target with today's trends in wedding and event work. **dmcolor.com**

Gone But Not Forgotten



Eternal Remembrance, an up-and-coming company that links headstones to memorial websites through a special icon, has added new **Emblem and Coin** offerings to capture the deceased's personality. "It comes with everything you need to create a wonderful memorial to your loved one," said Behlings. "It's the best way for memories to be shared and preserved." **eternalremembrance.com**

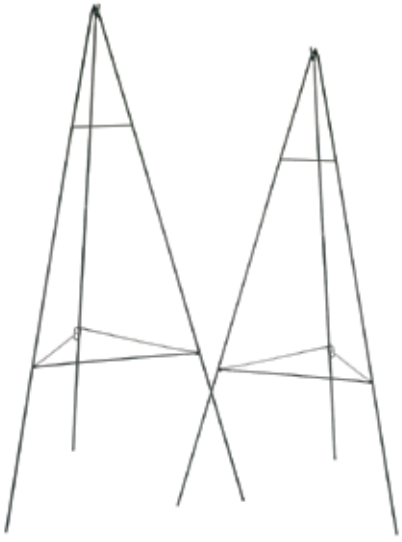


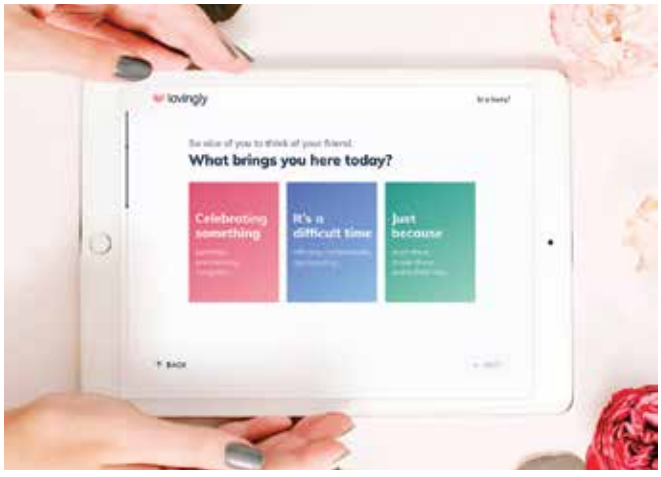
Head Turners

"A fun, whimsical addition to the roses on the market today," Thomasson said of **Gardens America's 'Grassy Eye' garden roses** — with their distinctive green centers. **gardensamerica.com**

Fresh Frame

Floracraft's Mighty Diesel Easel is "just what florists need to support the large sympathy and specialty pieces they create," Colucci said. **floracraft.com**





Guided Experience

"Let **Lovingly Funnels** be your online sales team," Behlings said. "They'll lead the customer along the journey of making memories with flowers!" **lovingly.com**

'Tis the Season

"Ho, ho, ho! Santa is coming to town and such a fun way to spread some Christmas cheer with this adorable, easy-to-design bouquet!" Behlings said of **FTD's Let's Be Jolly Bouquet**. **ftdi.com**



Attractiveness and Charm

"Rows and rows of soft papery petals in the perfect blush for weddings or any occasion!" Behlings said of **'Hanoi'** ranunculus from **Equiflor – Rio Roses**. **rioroses.com**



Sustainably Chic

"Earth conscious with style," Thomasson said of the **OASIS ECOssentials Containers**, the latest offering from **Smithers-Oasis**, "a company that shows great commitment to the industry by always pushing forward with cutting-edge products." **oasisfloralproducts.com**



Take Note

WestRock's Premium Folded Enclosure Cards are a perfect way to generate easy add-on sales. "Customers love having a card that is a little larger than the normal enclosure card, which equals profits for florists!" Thomasson said. **westrock.com**



Chop Chop

"A real time saver for high-volume operations," Butera said of the **StemPro 160**, which can increase productivity by 30 to 50 percent. "It's very easy to use and achieves an extremely clean cut for added vase life." **stempro.com**



Terrific Texture

"With succulents and cacti being so popular among consumers, it's the perfect vessel for both plants and stylized arrangements," Thomasson said of **WGV International's Ceramic Cactus Pot**. **wholesaleglass vasesint.com**



Luxe with Less Labor

Holly Heider Chapple has emerged as one of the most influential floral designers in the world with a loose, romantic aesthetic. The new **Holly Chapple Event Design Kit** from **Syndicate Sales Inc.** "is everything you need in one box to design a more open and flowing design to achieve today's popular effortless look at an effortless price," said Butera. **syndicatesales.com**



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GO DEEPER

Check out all the New Products at **safnow.org/pps**. Plus, learn how to become certified by PFCI, the floral industry's speakers bureau. Applications are due Jan. 31, 2020, for membership induction at SAF Phoenix 2020. Visit **safnow.org/pfci**.