

Front Lines

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Fun New Floral Food

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The new “Flower Food for Thought” packaging designs give consumers a fun way to feed their cut flowers. Created by FloraLife, a division of Smithers-Oasis Company, the program has 60 different designs in three categories: care and handling, flower meaning, and fun facts.

“Our goal is to educate the world about flowers,” says Sharon Mikulinski, global marketing manager for FloraLife. “As experts in flower care, we are in a unique position to do this and our ‘Flower Food for Thought’ program is a fun and engaging approach to accomplish that goal. We can all agree that an educated consumer is a repeat purchase and a growing educated consumer base means a growing floral industry.”

In North America, the designs are available in FloraLife Express Technology and Crystal Clear in powder packets that treat 1 liter and 0.5 liter amounts of water. They come in quantities of 100 and 200, as well as in bulk boxes for a total of eight

different packs. GP