

Front Lines

4/1/2020

FloraLife's New Recyclable Sachets

Jennifer Polanz



If you have a florist department, you now can offer customers a more sustainable way to feed their flowers. FloraLife, a division of Smithers-Oasis Company, has rolled out recyclable paper material for its flower food sachets. It's currently being stocked with FloraLife Express 300 powder and other formulas will soon follow. It's available for powder packets that treat 1 liter and 0.5 liter amounts of water in both the FloraLife brand and private label brands.

The new packaging is all a part of FloraLife's efforts to become more sustainable with its 2025 Sustainability Plan. It's a long-term plan targeted for 2025 that implements the reduce, re-use, recycle and respect principles in four areas: water, innovation, climate action, and production and consumption.

"Our recyclable paper material is one of the first initiatives in our long-term sustainability plan to address our impact on the planet and society," says Jim Daly, vice president of FloraLife/grower global operations and corporate research. "The development of alternative packaging options will reduce the over reliance on plastic while still satisfying our customers' needs." **GP**