



FruitFlowers® Best Practices

&

Types of  
Floral Damages

# Preparing Bouquet for the Customer

When a bouquet is sold and needs to be placed in a FruitFlowers® box, take the bouquet out of the case and hold it at the bottom of the stems. Hold the stems tightly and pull any protective netting off the blossoms. Take care not to damage the flowers. Throw the netting away.

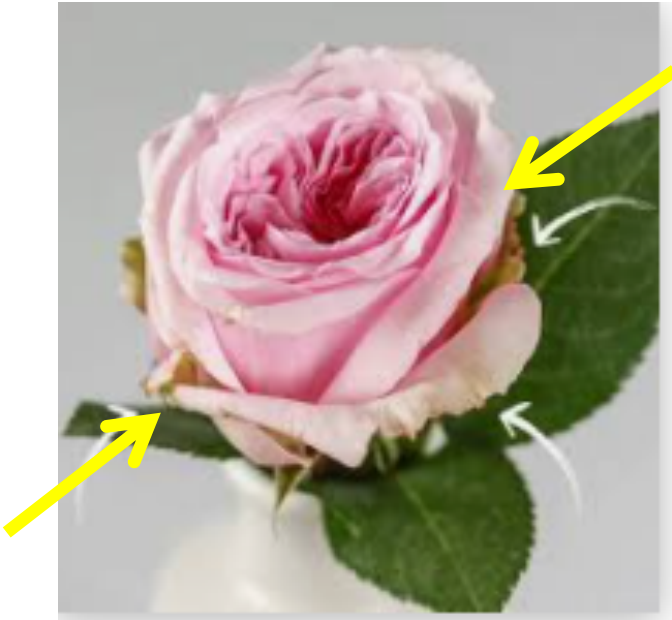


Hold the bouquets by the stems with the flowers facing up and gently shake the bouquet side to side to loosen the flowers. You also want to open the paper sleeves as they have been packed tight and can become folded .



# What is a Guard Petal on a Rose?

*The protective outer petals of a rose*



## How to Remove a Rose Guard Petal



Put your finger gently on the inner side of the guard petal, slowly and gently peel away the guard petal. Do not simply pluck it off. Make sure that you do not grab any additional in the process

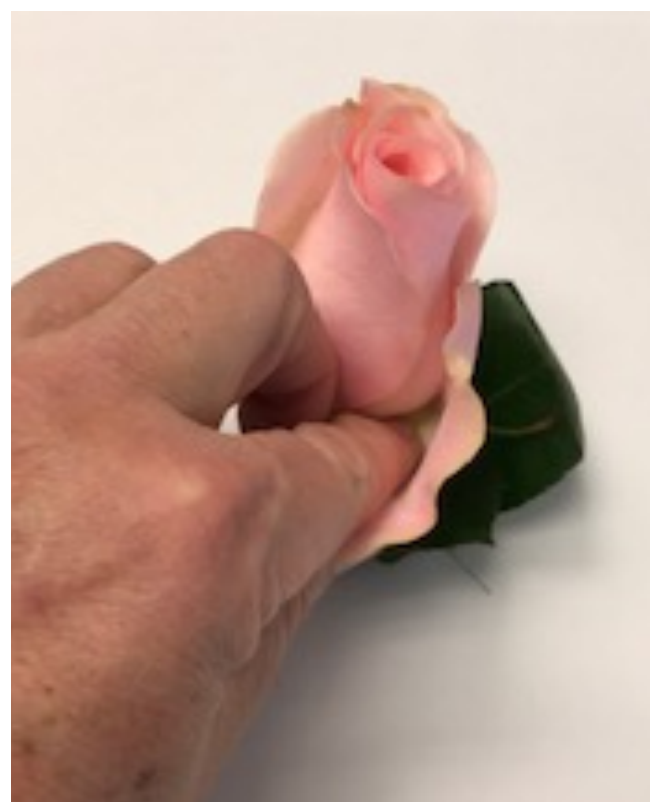
# Remove Sell by Tag

Please remove the Sale by Tag if your bouquet has one.



# Guard Petals on Roses

Roses come in many colors and even sometimes bi-color. There are garden roses which have a big fluffy head to them and are sometimes included in the bouquets. Roses will come at times with the outer petals bruised, especially in the lighter colors. These petals should be gently removed. Follow the pictures below. Once the guard petals are removed, the rose will look fresh. You should only need to remove a few petals.





Flowers May Look **WILTED** Upon Arrival. They're very often typically dehydrated from very long travels.

Please Cut Stems and Put in Clean , Treated Water Upon Arrival if Necessary.



Not Wilted, Dehydrated



Example of **A HEALTHY ROSE**  
w/ Guard Petals Left On



Example of **A HEALTHY ROSE** w/  
Guard Petals That Should Be Removed



Example of a **ROSE** w/ Water or Humidity  
Damage But The Rose is Sellable if  
**Damaged Petal(s) is Removed**



Example of a **ROSE** w/ Water or Humidity Damage But Usable If Damaged Petal is Removed





## Examples of Rose Damaged That Can Not Be Salvaged

Damage caused by Transportation. The flower was crushed.  
Please take pictures and send in a help desk ticket.

