The exclusive, eye-catching new variety that will make people stop in their tracks and come into your store. The novelty container that will convince a customer to spend just a touch more on a holiday gift. The new technology that will make it easier for your clients to shop on the go. These are just some of the new products shown during the Premier Products Showcase on Aug. 14 during SAF Marco Island 2014, SAF’s 130th Annual Convention.

“It is an educational event that I always anticipate being one of the best each year,” said David Boulton, AAF, PFCI, of Flowers By George Inc., in Arlington, Wash. “It’s a chance to browse new items and talk to other florists — and the company representatives — about them.”

The annual event received a shot of fun-filled energy this year with a 1970s theme — and Professional Floral Communicators – International (PFCI) Board of Trustee members decked out in groovy polyester to present the products: Marlin Hargrove, AIFD, PFCI, of the Pete Garcia Company in Atlanta; Lisa Weddel, AAF, AIFD, PFCI, of L. Weddel Design in Highlands Ranch, Colo.; Susan Wilke, AAF, PFCI, of Karthauser & Sons Wholesale Florist in Germantown, Wis.; and J. Robbin Yelverton, AAF, AIFD, PFCI, of Blumz by...JRDesigns in metro Detroit were joined by emcees D Damon Samuel, AAF, AIFD, PFCI, NAFD, NMF, of the Bill Doran Company in Omaha, Neb.; and Brian Wheat, AAF, PFCI, of Lafayette Florist, Gift Shop & Garden Center in Lafayette, Colo.

Here’s a flashback to the featured products that will help you become the most forward-thinking of cats, er, florists:
“I am stoked about this,” Weddel said of UltraWet by American Foam Technologies Inc., the company that first discovered how to make a block of foam absorb water. “If you have an odd container, give it to them and they will cut the foam to fit,” she said. “And they will put your name on it.” (304) 497-3000 > americanfoamtech.com

“Let me rock yo’ world,” Yelverton crooned. “Don’t just keep these in your work room. Put them out — you will sell them.” He cited decorative rocks as a popular interior design trend. FloraCraft offers Design It: SimpleStyle® Decorative Rocks in seven colors in 5-pound jars. (231) 845-5127 > floracraft.com

“Baby, this will put a little jingle in your pocket,” Yelverton crooned about Rose Gold. Apply the couture trend color with this fast-drying metallic spray from DESIGN MASTER color tool inc. It provides quick coverage and a thin coat, producing a smooth plating look with a reflective finish. (800) 525-2644 > dmcolor.com

“If you got some flowers and you don’t know what to do, Bouqube,” Hargrove said. “You know when you train someone, and you get one pretty arrangement and six ugly ones, this will help” guide the new designer. Use this contraption as a teaching tool for beginning floral designers. Place it in or on a container, then insert greens, flowers and accents through the cube-like faces. (610) 405-9203 > bouqube.com

“This is wonderful new technology,” Wilke said about FTD’s RetailToGo. Process cash-and-carry sales anywhere using an iPhone or Android device and swiper fully integrated with Mercury Point of Sale. Accept cash or credit card transactions integrated with accounting software, plus benefit from specialized encryption for extra security. Use at events such as bridal shows and open houses, Wilke said. (800) 767-4000 > ftdi.com

“If you want to promote your prom or homecoming business, here is how you get your name in their mailbox,” Hargrove said. ASL Marketing helps clients reach the youth demographic with its High School Student and Parent Database. Purchase mailing lists and send customized mail from this one-stop shop. (516) 345-0032 > aslmarketing.com

“If you’re feeling a little ill, this can help you get your pill,” Hargrove said. The SAF/Hortica Prescription Discount Card offers savings between 10 percent and 85 percent on most prescription medications. It is available to staff and their families, and it covers pets. The card works whether or not you have insurance. Call Med One Select at (866) 717-1471, or download and print the card from > http://www.nbdrugcard.com/DrugCard.aspx?ID=RX275

“Pouffy Picks! Pouffy Picks! It’s a pretty little ditty at the end of a stick,” Hargrove cheered. Insert the 18-inch decorative doodads from Berwick Offray LLC / Lion Ribbon Company LLC into bouquets and gift baskets. They come 48 picks per pack in four assorted colors, and two assorted colors for Valentine’s Day. (800) 237-9425 > lionribbon.com

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Far-Out Fresh Product

Exclusively grown by Royal Flowers, ‘Pink Lemonade’ has a unique coloring mix of light pink and green. “I used only two stems to make this bouquet,” Weddel said, showing off the impressive size of the hydrangea. (305) 477-4483 > www.royalflowersecuador.com

“Hallelujah!” Hargrove proclaimed. “This is amazing flower power.” ‘Hallelujah’ by International Rose Breeders LLC won a Red Ribbon in the 2014 Outstanding Varieties Competition. Considered to have the perfect shape, this red rose also boasts a two-week vase life, velvety petals and large, dark, glossy green, lemon-leaf-shaped leaves. > rozen.com and terranigra.com

“Orange is in,” Weddel said, pointing to a vase of ‘Orange Crush’ glads. Glad-A-Way Gardens, in the Santa Maria Valley of California, grows more than 40 varieties of glads with year-round availability. With stem lengths stretching from 36 to 48 inches, glads are “popular for event and wedding work,” Weddel said. “Or use the petals to create composite floral designs.” (800) 874-6770 > gladaway.net

“Cool beans, winter greens,” Wilke said. Add foam and flowers to this charming Wooden Sled Swag, complete with vintage sleigh bell and a pair of woven mittens, to create a festive centerpiece or wreath. It comes from Hiawatha Evergreens in a nice sturdy box for gift-giving. Wilke said, “Be sure to mist the greens to maintain freshness.” (800) 421-4791 > hiawathacorp.com

Hargrove held up the Florist Pack of Arrive Alive by Chrysal Americas, and then pointed to audience member Sheila Kirksey with The Rose Bud Flowers & Gifts LLC in Chickasaw, Ala. “Sheila here told me before the program started that this product has saved her so much money in time and labor, so you all should go talk to her afterward to find out more,” Hargrove said. 800-CHRYSAL > www.chrysalusa.com

WAIT! THERE’S MORE!

Photo Gallery These pages show only a slice of what was on display during the Showcase. Check out all the premier products at safnow.org/pps.

Be Showcased Get your products in the next Premier Products Showcase. Contact SAF’s Jenny Scala at 800-336-4743, ext. 216; jscala@safnow.org.

Copy Cat Hosting a products showcase can strengthen relationships with customers, and establish your business as the go-to place for new merchandise, trends and solutions. Get started at safnow.org-successful-events with PFCI’s “Successful Events: A 12-Step Guide to Organizing Programs that Educate, Motivate and Captivate.” You can even hire a PFCI speaker to lead the event. Find out more at safnow.org/pfci.

PFC — What?? Professional Floral Communicators – International (PFCI) is the floral industry’s speakers bureau and the service mark of the finest floral educators. With 130 members, PFCI is a prestigious professional designation. The membership review process requires candidates to document presentation, publication and leadership experiences, and submit an audition DVD. PFCI is accepting applications by Jan. 31, 2015 for membership induction at SAF Amelia Island 2015. For a PFCI membership application, visit safnow.org/pfci.
Hot-Looking Hard Goods

“I’m loving these new containers,” Wilke said about OASIS® ECOssentials Containers by Smithers-Oasis. “They’re great with succulents, fit grower pots, hold up well in a cooler and can be used to create elevation for table scapes.” They’re made of recycled plant fibers and organic dyes and are biodegradable. The 6-inch and 7-inch cylinders come in Natural, Moss and Slate, and the 5-inch cylinder and 3.5-inch and 4.5-inch cubes come in those colors as well as Cranberry, Celery, Poppy, Eggplant, Aqua, Antique Pink and Bark. (800) 321-8286 > oasisfloral.com

“Throw a little Aura around you,” Yelverton said. “This is heavy, really heavy.” These oversized ribbed and metallic ceramics from Accent Decor, Inc., are “perfect for a commercial setting.” The collection’s smallest is 23.25 inches by 6 inches by 5.5 inches, and the biggest is 28.5 inches by 6 inches by 14 inches. “Use them as a rental item for your corporate business accounts,” he said. Their low profile enhances the look of floral designs, too. (800) 385-5114 > accentdecor.com

“Here’s a blast from the past,” Weddel said. Napco brings the Green Beads collection, reminiscent of yesterday’s milk glass and hobnail and coated in a new on-trend vegetation green. “It’s all about the texture,” Weddel said, “and the current generation loves texture.” (904) 737-8500 > napcoimports.com

“Trolls are as sweet as ever — and they will be big in the movies,” Wilke said. With movies such as “The Boxtrolls,” which was released in September, and “Trolls” scheduled for release by Dreamworks in November 2016, trolls will see a boost in popularity. Trolls by Treasures are cute plush toys. There is also a free App for iPhone, iPad and Android devices. (201) 723-3506 > nj-treasures.com

“Oh, baby, baby, baby,” Yelverton said. “This is perfect for yo’ crib.” Sweet Little Lambs by Teleflora make adorable gifts and keepsakes. Crafted in soft plush with a solid wood base, the pull toy includes a removable liner. (800) 333-0205 > teleflora.com

Jenny Scala is SAF’s director of marketing and communications and staff liaison to PFCI. jscala@safnow.org.