DOUBLE THE PLEASURE This rosy centerpiece in a stone oblong basin took “literally” five minutes to arrange, Dudley said. This design’s perfect for the customer who wants something “that has a second life as a dried arrangement,” she said. Her wholesale costs: $18 (“more than half of that was the container,” she said). Her retail price: $70 to $90.

BRAINY, BRILLIANT COCKSCOMB

▶ It’s no surprise that a plant resembling the gray matter between your ears — albeit in much prettier colors and more inviting textures — is a smart choice to instantly raise your design’s perceived value.

With its rich colors, velvety finish and distinctive coils, cockscomb has a lot of appeal in its novelty, said Kathy Dudley of The Bloomery in Butler, Pa. “Customers don’t see these designs every day and regard them as special,” allowing a higher price point, she said. Additionally, cockscomb’s evergreen vase life — “it looks equally good dried as fresh,” she said — makes these pieces easy sales for clients who want something that can sit on their mantel, buffet or entry console indefinitely. She tells them, “Simply pour out the water and let it dry in place.”

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For complete recipes, see www.safnow.org/moreonline.

GO GREEN Ideal for the sophisticated customer who craves something “different,” this design featuring lime green cockscomb takes less than 10 minutes to arrange. Dudley’s wholesale costs: $12. Her retail price: $50.