GOODIE BAG AT SAF PALM BEACH 2012

Suppliers featured in this month’s issue are participants in the 2012 Key Vendor Kit, a gift bag given to each attendee of SAF Palm Beach 2012, Sept. 19-22, Palm Beach, Fla. The bag features promotional materials and new products from participating suppliers. Contact these suppliers for more information about their newest offerings.

BRILLIANT STARS
Esmeralda Farms is committed to delivering the freshest and highest quality fresh cut flowers in the floral industry. A market leader in innovation, quality and consistency, owed to a state-of-the-art production method and dedicated team members, Esmeralda Farms continues to develop new and exciting varieties. (800) 888-8994, www.EsmeraldaFarms.com

YULETIDE TREASURES
’Tis the season for red! Find all your festive pieces under one roof at the Dallas Market Center Holiday & Home Expo. With the largest wholesale merchandise offerings in the world, it’s the one place where retailers can locate wreaths, ornaments, garlands, stockings and more. (800) DAL-MKTS, DallasMarketCenter.com

GET CRAFTY
FloraCraft has created many new products and expanded upon some old favorites as they continue to develop and distribute foam, craft and floral products. Among them: water beads, wreath hangers and fold n’ go easels. (800) 253-0409, FloraCraft.com

TREND TRACKER
Keep up with BloomNet to stay abreast of the hottest trends in color, textures and designs. The holiday product line “highlights” include assorted red metallic vases and pastel vases with metallic finishes. You’ll find a wonderful array of colors and fabulous new shapes in the hottest holiday and flower power collections. BloomNet offers flexible deferred payment options. (866) BloomNet, MyBloomNet.net

LONG LEGACY
For more than 100 years, FTD has been known globally for its black and gold Mercury Man logo and the development of innovative products for florists. Today, FTD continues to be an iconic brand displayed in more than 40,000 floral shops worldwide. FTD is constantly working to develop new solutions that generate profitability for their member florists. FTDi.com/WhyFTD

DOWN IN THE VALLEY
Green Valley Floral Inc. is a premier wholesale grower and shipper of cut flowers. Family owned and operated in Salinas, Calif., Green Valley specializes in award-winning hydroponic roses, gerberas and lilies. For innovative flower varieties, expert product knowledge and flexible packaging and shipping solutions, call (800) 228-1255, GreenValleyFloral.com
NICE GENES
Florigene uses genetic modification technology to deliver valuable improvements to flower species. Unlike roses created by using conventional breeding technologies, Florigene roses have almost 100 percent of the plant pigment Delphinidin in their petals, which has allowed blue roses to become a reality. (954) 438-9892, Florigene.com

SUPPLYING THE CHAIN
Syndicate Sales is the leading provider of floral supplies to the floral industry with more than 800 distributors in the U.S. and Canada that offer an expansive selection of hard good products including vases, plastics and ceramics. (765) 457-7277, SyndicateSales.com

POSITIVE PARTNERS
No drop-shipping flowers in a box! Teleflora is the only floral wire service that sends 100 percent of its orders to a member florist. All orders are hand-arranged, hand-delivered. (800) 456-7890, MyTeleflora.com

TERRIFIC TOOLS
For more than 50 years, Smithers-Oasis has been satisfying the needs of florists, floral designers and growers with its floral foam products. Choose from a large selection of innovative foams for any style of arrangement — fresh, silk, dried, wedding or sympathy. Design accessory items, cut flower nutrients, tapes, glues and other specialty items are also available. (800) 321-8286, OasisFloral.com

CONTAINERS GALORE
Offering an eclectic and ever-evolving selection of products ranging from glassware and gardenware to ceramics and accessories, Accent Décor is one of the nation’s top importers and distributors of containers. Each year, Accent Décor looks for the hottest new products and latest trends to meet the needs of customers. (800) 385-5114, AccentDecor.com

Incorporate for as little as $99
Visit www.incorporate.com or call 800-643-6583

Save $25 by scanning this code

"Baronesse"
Long-lasting Nostalgic Garden Roses, available year round.

For more information, please contact your favorite wholesaler or call Joey at 305-528-3657.
marketing@alexandrafarms.com

For a free variety poster of our garden roses, go to:
www.alexandrafarms.com/freeposter

Like us on Facebook