Fresh Choices  TRENDS-SETTING TIPS FOR BUYING FRESH CUT FLOWERS AND GREENS

YOU’LL DYE FOR THESE FLOWERS

Florists have long been adding color to flowers to get that “just so” shade of blue (or purple, or green) the client desires — and there’s no shortage of professional quality color applications to make that happen.

Growers are happy to oblige, as well. In grower booths at the 2012 WF&FSA Floral Distributor Conference in Miami and the 2013 World Floral Expo in New York, farm-dyed product was in abundance, for florists who don’t want to do mess with the tinting process themselves (the growers, not surprisingly, contend they do a better job at it than anyone).

With the more typical color application, called tinting, a dye solution is taken up through the stem intravenously. Some growers employ a dip-dyed (or “painted”) technique that’s popular in Europe, preferring this to the stem-dyed technique because, they say, it allows the flower to maintain its green foliage (since just the blooms are dipped) and provides a more uniform color distribution.

New to tinted product? Some handy (pun intended) advice from designers who work with it: wear gloves, unless you want to wear the color on your hands. ⬇️ Kate Penn

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Purple-Painted Succulent
FARM EXPORTS

Red-Painted Succulent
FARM EXPORTS

Orange-tinted Mini Calla
FARM EXPORTS

Red-tinted Mini Calla
FARM EXPORTS

Grey-Painted Succulent
FARM EXPORTS

Paint Brush Daisy Chrysanthemums
ESMERALDA FARMS

Lavender-Tinted Spider Chrysanthemum
FARM EXPORTS

Tinted Chrysanthemums
FARM EXPORTS

Orange-tinted Rice Flower
FARM EXPORTS

Pink-tinted Rice Flower
FARM EXPORTS

Yellow-tinted Rice Flower
FARM EXPORTS