

fresh

Products, news and ideas to help create
inspirational floral arrangements

the CHOICE of PROFESSIONALS



Distributed to the
UNITED KINGDOM and IRELAND

oasis[®]
FLORAL PRODUCTS

fresh talk!

What a year it has been with Jubilee celebrations first, and the Olympics hot on its heels. It's been a great time to be British. The Olympians have shown what it takes to be on top of their game. Sharing a vision to be the best and going for gold applies to all aspects of retailing and floristry is no exception. Just before the start of the peak seasons is a good time to reflect on where your business is going and start entrepreneurial ideas to get ahead of the competition.

Creating new opportunities for more sales is important, and **fresh** celebrates the festive season with some cracking everyday ideas to put pounds in your pocket.

Once hailed as revolutionary the hand-tied now swamps the market from every direction. Market stalls, corner shops, up-market supermarkets all sell these designs with various levels of skill and technique. Often a machine makes them and floristry expertise is no longer required. They say every dog has its day and hand-tieds have definitely had theirs and more. Florists have to be one step ahead and sometimes this means examining our roots and using tried and tested designs – it's time for the floral arrangement to make a comeback.

Sometimes it's the smallest ideas that have the biggest impact. Cupcakes have been the success story of the year for bakers and now OASIS® Floral Products cooks up a new style of cupcake that needs no baking. The winning recipe is the new OASIS® Floral Cupcake coming soon to wholesalers. In packs of six they come in two sizes and are complete with a filling of OASIS® Ideal Floral Foam Maxlife and a secure watertight container. In pretty patterns and various colours they are a versatile and cost effective way to make small designs with a distinctive edge.



Floralife® Care and Handling Products have new contemporary branding that is totally in keeping with their innovative modern approach to postharvest cut flower care and handling. Clever colour coded graphics with each colour denoting the stage in the flower chain where the product will be used means florists can find the product they need easily. With over seventy years of experience Floralife® know a thing or two about the cut flower industry, and their caring approach and innovative solutions help florists give better service to their customers with longer life for cut flowers. The new Floralife® website is packed with information and advice about their products and the care of cut flowers. Check it out on www.floralife.com plus there are great stories and ideas on their facebook page. To join in discussions and get information visit www.facebook.com/Floralife1938

One of the most exciting experiences for beginner florists is to compete in the Worldskills/UK competitions; our most talented young florists of recent years have taken the Worldskills route to great success.

This year the competition final will be an all singing and dancing event held at The Skills Show at the NEC, Birmingham on 15th-17th November. Over fifty skills will be competing in a space the size of nine football pitches and attracting tens of thousands of visitors. OASIS® Floral Products are recognised as a huge supporter of the florist industry and they are proud to be sponsoring the Worldskills UK floristry competitions.



Official Competition Sponsor

Stephen Short, Managing Director of Smithers-Oasis UK Ltd says, 'Finding and investing in the talent of tomorrow is hugely important for the florist industry, we are proud to be part of Worldskills UK and such an inspiring event.'

To find out more about The Skills Show and get tickets log on to worldskillsuk.apprenticeships.org.uk/the-skills-show Also looming on the horizon is the British Florist Association Fleurex 2012 event. This year the event is to be held at a new venue in the Bethal Convention Centre, West Bromwich on October 28th. This is the only event for florists in the UK with competitions, exhibitors and demonstrations plus the final of the BFA Young Florist of the Year 2012 competition. For tickets or to enter competitions go to www.britishfloristassociation.org

Have a profitable and happy Christmas from everyone at OASIS® Floral Products!



Floralife® Cleaner Solution



Floralife® Finishing Touch



Floralife® Flower Food 300



Floralife® Quick Dip 100



Floralife® Clear 200



Floralife® Universal

Carry Away Christmas

Four easy to make gifts for Christmas using the OASIS® Table Design Neo and Viva



Naturally Christmas



Log Flume



Christmas Cracker



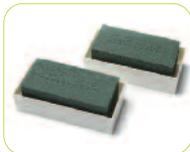
Magical Leftovers





Log Flume

Sundries



OASIS® Table Design Neo



OASIS® Spray Colour Brilliant Gold



Cinnamon Sticks



OASIS® Floral Adhesive Tube

Designer Tips

- For a quick festive finish cover the OASIS® Table Design Neo evenly with OASIS® Spray Colour Brilliant Gold.
- Build up Cinnamon Sticks on both sides of the floral foam, and glue in place to give a festive log effect.

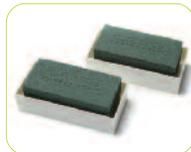
Flowers and Foliage

Roses 'Grand Prix'
Hedera Berries
Hypericum 'Excellent Flair'

Hypericum 'Jade Flair'
Salix Contorted

Naturally Christmas

Sundries



OASIS® Table Design Neo



OASIS® Spray Colour Super Silver



Cinnamon Sticks

Designer Tips

- Economic use of one or two choice flowers in small arrangements gives affordable luxury.
- The OASIS® Table Design Neo has a built in water reservoir and is filled with OASIS® Floral Foam Maxlife for up to 50% longer flower life.

Flowers and Foliage

Nerine - White
Cymbidium Orchid
Eryngium 'Orion'

Ilex
Conifer

Magical Leftovers

Sundries



OASIS® Table Design Viva



OASIS® Spray Colour Brilliant Gold



OASIS® Floral Adhesive Tube



Cinnamon Sticks



Red Metallic Wire

Designer Tips

- Bind Sprenger tightly with red Metallic Wire to make an interesting curved shape.
- Make more profit by using left over and broken stemmed flowers to create a dynamic arrangement.

Flowers and Foliage

Roses 'Grand Prix'
Anthurium 'Tropical'
Eryngium 'Orion'

Hypericum 'Jade Flair'
Fatsia Leaf
Asparagus densiflorus - Sprenger

Christmas Cracker

Sundries



OASIS® Table Design Viva



OASIS® Spray Colour Brilliant Gold



Cinnamon Sticks



Super High Tack Glue Dots

Designer Tips

- Customers want value for money. Rather than cutting all stems short use flowers on their natural long stems, the taller length gives more perceived value for customers.
- For more profit this arrangement can be made in 10 minutes.
- Wrap one Aspidistra Leaf around the base and stick with Super High Tack Glue Dots for designer detail.

Flowers and Foliage

Salix fragilis - Pussy Willow
Anthurium 'Tropical'
Hypericum 'Excellent Flair'

Leucodendron 'Safari Goldstrike'
Fatsia Leaves
Aspidistra Leaf

GLAD TIDINGS....

Seasonal gift occasions are what keep flower shops blooming throughout the year.



With gift arrangements high on the list of Christmas best sellers this design is sure to be a crowd pleaser. It's time to look for versatile containers that can be used in a variety of seasonal styles. The reasonably priced Square Designer Bowl, from OASIS® Floral Products, fits the bill perfectly. In a range of colours, this sturdy container comes with a deep reservoir for water and by using OASIS® Brand Floral Foam Maxlife customers will see increasing value because flowers live up to 50% longer than in previous floral foam.

Create the look by following these easy step-by-step instructions.

How to...

1. Soak ½ block of OASIS® Ideal Floral Foam Maxlife in a solution of water and Floralife® Cut Flower Food. Once fully soaked, secure to the container with two strips of Pot Tape. Start by inserting the tallest placements of contorted Salix at one corner and balance this with Fatsia Leaves at the opposite side.



2. Use a 3" Candle Holder to secure the Church Candle to the floral foam. If necessary use a small blob of OASIS® Fix Adhesive Tack to stop the candle wobbling. Add a group of Conifer and then wire the Pine Cones, position these at the front corner of the arrangement. Pearls on a Reel can be used to decorate the candle, but these should be removed as the candle burns down.



3. Place the focal Roses, Gerbera and Anthurium, anchoring well into the floral foam. Fill in with Conifer and finish with a diagonal placement of contorted Salix. Candles can be a fire hazard, always send a disclaimer notice and usage advice to customers with the flower arrangement.



Flowers and Foliage

- Rose 'Grand Prix'
- Anthurium 'Midori'
- Hypericum 'Excellent Flair'
- Gerbera 'Suri'
- Hedera Berries
- Fatsia Leaves
- Conifer
- Salix Contorted
- Skimmia ruebella

Sundries



OASIS® Ideal Floral Foam Maxlife



Gold Square Designer Bowl



Pot Tape



Red Pearls on a Reel



3" Candle Holder



Church Candle



Pine Cones



LET IT SHINE

Feel the glow with three bright ideas for candlelit arrangements.



Customers will be blown away by these Glass Hurricane Vases from OASIS® Floral Products. In three different sizes and sold individually, they are versatile and can be used in a myriad of different styles. Made from thick cold cut glass they are sturdy and will give candles the all-important protection they need. Blow up a candlelit storm of approval with these shining arrangements.

STAR STRUCK

Flowers and Foliage

Gerbera mini 'Suri'
Hypericum 'Excellent Flair'
Rose 'Grand Prix'
Chrysanthemum 'Feeling Green'
Skimmia Rubella
Echiveria
Asparagus densiflorus - 'Sprengerii'
Eryngium 'Orion Questar'
Flat Moss
Salix contorted



Designer Tips

- Measure the base of the Glass Hurricane Vase and cut out a hole in the centre of the OASIS® FOAM FRAMES® 5 Point Star so that the base of the Glass Hurricane Vase will fit snugly.
- Use alternative edges for interest. Glue Cinnamon Sticks to the rim of the star on every other edge, then add Sprengii to the other sides, pinning flatly in place.

Sundries



OASIS® FOAM
FRAMES® 5 Point Star



25cm Glass
Hurricane Vase



Cinnamon Sticks



Pine Cones



OASIS® Spray Colour
Brilliant Gold



Regal Red Flower
Glitter and Flower
Glue



Church
Candle

LIGHT FANTASTIC

Flowers and Foliage

Phalaenopsis Orchid 'Sensation White'
Hedera trails variegated
Asparagus setaceus – trailing fern
Cyclamen Leaves



Sundries



35cm Glass Hurricane Vase



OASIS® Mini Deco



40cm Clear Round Mirror Plate



Clear Crushed Ice



Silver Bullion Wire



Church Candle

Designer Tips

- Ensure the glass is clean and dry before sticking the OASIS® Mini Deco to the vase.
- Curl double lengths of Bullion Wire around a pen to produce neat ringlets to cascade between arrangements.

BURNING BRIGHT

Sundries



12" OASIS® Design Ring



30cm Glass Hurricane Vase



Red Organza Fabric



Red 10mm Round Headed Pearl Pins



Silver Glitter Midelino Sticks



Church Candle



Red Opal Glass



Pine Cones

Designer Tips

- Soak the 12" OASIS® Design Ring first and drain excess water off. Then ruche the Organza Fabric and pin securely onto the outer edge of the floral foam with Round Headed Pearl Pins for added decoration.
- Bed the Church Candle into the Glass Hurricane Vase with Opal Glass for decorative security.

Flowers and Foliage

Rose 'Grand Prix'
Spray Chrysanthemum 'Feeling Green'
Eryngium 'Orion Questar'
Ilex
Hedera and mixed evergreens
Diplocyclos



STAR OF WONDER



If you haven't already become a fan of the OASIS® Table Design Viva then this Christmas will convince you that this versatile product is a floristry essential you can't do without.

Lush little pots with one or two special flowers, and a whoosh of creativity will make perfectly priced and profitable gifts and table arrangements. Sell one to customers on a budget, or a whole line of them for an impressive statement on a long dinner table. Viva the Viva!

Sundries



OASIS® Table Design Viva



Lilac Aluminium Wire



Lilac Metallic Wire



OASIS® Floral Adhesive Tube



Flowers and Foliage

- Cordyline fruticosa 'Red Edge'
- Rose 'Cool Water'
- Spray Rose 'Magic Pepita'
- Juniperus 'Grey Owl' or any grey coloured Conifer

Designer Tips

- Make an open wirework star and place it slightly above the flowers for a lacy shelter effect.
- Glue a long lasting leaf to the OASIS® Table Design Viva base in a colour to enhance the flowers used.
- Add Christmas baubles to enhance the festive feel of the design.

THE ICING ON THE CAKE

**NEW
PRODUCT
Coming
Soon!**

Cook up a storm with the **new** OASIS® Floral Cupcakes **coming soon** from OASIS® Floral Products. Cute and versatile with a filling of OASIS® Ideal Floral Foam Maxlife and a sturdy plastic container, they come in a variety of different colours and patterns. Bought in packs of six and available in large and small sizes, they will become a staple design ingredient for busy florists. It's easy to stir in traditional or modern design tastes, and with a good dollop of creativity they make fun grab and go gifts. Celebrate throughout the year by rising to the occasion with these clever little arrangements that will sell like hot cakes!

Sundries



Large OASIS® Floral Cupcake



Natural Raffia



Apple Green Round Headed Pearl Pins

Designer Tips

- Using inexpensive design elements with left over stems gives added value to an arrangement.

Flowers and Foliage

Gerbera 'Cachet'
Rose 'Versilia'
Chrysanthemum 'Shamrock'
Chrysanthemum 'Astro Bronze'
Chrysanthemum 'Feeling Green'
Carnation 'Roma'



SHIMMERING & SPARKLING



This new Crystal Globe Candle Holder from OASIS® Floral Products will be the spotlight at any glamorous occasion.

The glimmer of crystal coupled with gorgeous Phalaenopsis Orchids in snowflake mode will make a powerful statement. The 60cm Crystal Globe Candle Holder base fits snugly into a 12" OASIS® NAYLORBASE® Ring with snowy Asparagus fern completing the luxurious effect.

Sparkling Snowflakes

Sundries



12" OASIS®
NAYLORBASE® Ring



60cm Crystal Globe
Candle Holder



Glass Seahorse Test
Tubes



Church Candle



Silver Bullion Wire



Flowers and Foliage

Phalaenopsis Orchids
Rose 'Avalanche'
Asparagus setaceus – trailing fern

Designer Tips

- Make a lush base with Asparagus fern, then add the flowers in groups to the 12" OASIS® NAYLORBASE® Ring.
- Suspend the Glass Seahorse Test Tubes on silver Bullion Wire and secure onto the Crystal Globe Candle Holder.

IT'S PARTY TIME

Four beautiful Belle of the Ball Wrist Corsages

Petal Perfect



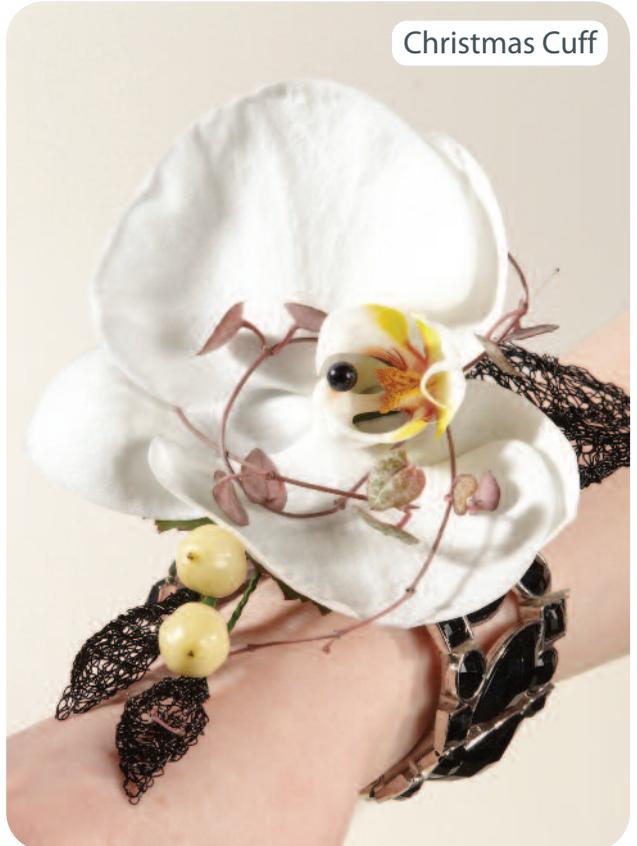
Affordable Armoury



Fully Armed



Christmas Cuff



Affordable Armoury

Sundries



Dazzle Rock Candy Bracelet



Bleached White Skeleton Bayan Leaves



Pearl Jewel Flower Glitter and Flower Glue



Galvanised Stub Wire



Parafilm

Petal Perfect

Sundries



Black Special Day Bracelet



OASIS® Floral Adhesive Tube



Petrol Pearls on a Reel

Designer Tips

- Take two Rose petals and carefully roll together, push a fine Stub Wire through the base of the petals and twist the wire together to secure. Tape with Parafilm.
- Surround the Rose petal flowers and the Hypericum with several Skeleton Bayan Leaves.
- Use Flower Glue and Flower Glitter to add sparkle to the Skeleton Bayan Leaves.

Flowers and Foliage

Rose petals 'Grand Prix'
Hypericum 'Excellent Flair'

Nerine - White
Cyclamen Leaves

Designer Tips

- Cut off all the stem of the Cymbidium Orchid at the base of the flower to allow the Orchid to sit neatly on the bracelet. Glue in place with a backing of Cyclamen Leaves.
- Make petal shapes with the Pearls on a Reel, loop around the Orchid securing firmly into place.

Flowers and Foliage

Cymbidium Orchid
Cyclamen Leaves

Christmas Cuff

Sundries



Black Splendid Times Bracelet



Black 4mm Round Headed Pearl Pins



OASIS® Floral Adhesive Tube



Black Bullion Wire

Fully Armed

Sundries



Gum Drops Bracelet



Cream Cord



OASIS® Floral Adhesive Tube



Silver Metallic Wire



Diamante Pins



Ivory Beads

Designer Tips

- Scrunch Bullion Wire together to form leaf shapes. Make sure any loose wires are bound firmly into the leaf shapes to prevent damage and snagging.
- Highlight the Orchid by threading Ceropegia in a loose garland around the centre of the bloom.

Flowers and Foliage

Phalaenopsis Orchid - White
Hypericum 'Sugar Flair'
Ceropegia woodii

Designer Tips

- To make the Cord tassels thread a Bead onto a Diamante Pin and bind with Metallic Wire onto the end of the Cord. Make sure the sharp end of the pin is securely bound in.
- Leave the glue to go tacky before applying.

Flowers and Foliage

Hypericum 'Excellent Flair'
Anthurium 'Tropical'

DOOR STOPPER...

Make an entrance with this modern take on a traditional door decoration.



For the best dressed doors spruce up mixed evergreens with glamorous red Roses and Organza Fabric hangers. Get the scent of Christmas with aromatic herbs and foliage then hang the door decorations outside the shop for passers by to breathe in the festive fragrance. Using an OASIS® NAYLORBASE® Ring will not only keep the evergreens fresh for longer but its strong plastic backing will protect the door from water damage.

How to...

1. Chamfer the edges of the floral foam to give an even bevelled shape. Soak the OASIS® NAYLORBASE® Ring and drain off any excess water.



Take a double layer of Organza Fabric and knot the ends securely together. Place around the OASIS® NAYLORBASE® Ring and pull through the loop to give a secure neat hanger.

2. All evergreen foliage must be conditioned well to ensure their lasting qualities over the long Christmas period.



Remove any lower leaves and cut the stems diagonally for easy and secure insertion into the floral foam. Use a variety of differing textured and scented foliage. Starting with the outer edge of the OASIS® NAYLORBASE® Ring, insert the foliage into the floral foam resting it on the plastic rim. Make sure to keep the symbolic round shape.

3. When the base foliage is finished spray with Floralife® Leafshine for a glossy look. Add groups of Hypericum and Eryngium evenly distributing them around



the frame. Ruche and wire Organza Fabric and insert at even distances apart. Wire Pine Cones and bundles of Cinnamon Sticks again adding in groups for greater visual impact. Finish with two clusters of red Roses. Spray with water regularly to keep fresh.

Sundries



12" OASIS® NAYLORBASE® Ring



Red Organza Fabric



Cinnamon Sticks



Pine Cones



Flowers and Foliage

Rose 'Red Naomi'
Carnations 'Prado'
Eryngium 'Orion Questar'
Hypericum 'Red Baron'
Mixed Evergreens including Ilex,
Buxus and Hedera

DING DONG MERRILY WE SELL



Best selling styles at Christmas are basket designs. Their country style reinforces the natural look of festive foliage and berries that customers love. This duo of rustic baskets from OASIS® Floral Products comes in two sizes 26cm and 31cm, ideal for both planted designs and floral arrangements. Styled traditionally or with a modern twist they are sure to set the tills ringing.

LET IT SNOW

Sundries



31cm Grey Oval
Nesting Wicker Bowl



Red Organza Fabric



Regal Red Flower Glitter
and Flower Glue



Cinnamon Sticks



2mm Bright Red Cord

Designer Tips

- To give the planted design long life only use plants that like to live in the same environment.
- For a quick and cleaner alternative than planting in soil, wrap each plant in a layer of moss instead of soil and plunge plant.

Plants

Flocked Conifer
Cyclamen

Echeveria
Spagnum Moss



BERRIED TREASURE

Sundries



OASIS® Ideal Floral Foam Maxlife



26cm Grey Oval Nesting Wicker Bowl



Red Midelino Sticks



Red Organdy Ribbon

Flowers and Foliage

Moluccella
Carnations 'Prado'
Roses 'Red Naomi'
Gerbera 'Timo'
Hypericum 'Excellent Flair'
Aspidistra Leaves
Fatsia Leaves

Designer Tips

- Always use a polythene liner in baskets to avoid leakage.
- Give depth to the arrangement by recessing some flowers low onto the floral foam. This draws the eye into the arrangement.



NEW

oasis[®]
FLORAL FOAM

maxlife

Designed for maximum flower life

Up to 50% more Christmas cheer



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Seasons Greetings last longer with arrangements made using OASIS[®] Floral Foam Maxlife



With New OASIS[®] Floral Foam Maxlife, flowers are proven to live longer than any previous floral foam and as long, if not longer than flowers in a vase. It maximises the lifespan of a variety of flowers, even Gerbera. It prevents early browning, wilting, petal drop and bent neck. Flowers look better, for much longer. You'll see.

SEEING IS BELIEVING - Visit www.oasisfloral.com to see our special Christmas feature.

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FLORAL PRODUCTS brand
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