

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!

This issue we are celebrating a **fresh** new look for the magazine, and we are concentrating on everyday arrangements that are the bread and butter of daily business in a flower shop. It's often the simplest upgrades that elevate an arrangement to special status, and whatever the occasion at **fresh** magazine we have plenty of hints and tips to inspire you to be creative.



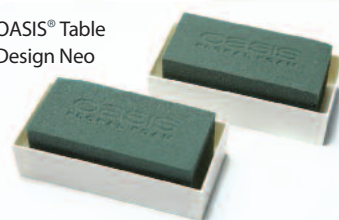
It is said that the hallmark of a good florist is to make a few flowers look a lot, and this is an art that commercial florists need most of all. The customer will always put a mental monetary value on an arrangement, and this perceived value is crucial to pleasing the customer. This is where OASIS® Floral Products can help. It's amazing how a few accessories can add panache to a design for very little cost. Swirl a few Midelino Sticks or Beads, add a twist of ribbon, or a scrunch of Sisal and hey presto! Contemporary styling in minutes to uplift even the lowest priced arrangement.

The workroom is the engine room of a florist shop. Even in this hotbed of productivity sometimes inspiration fails, so we hope you keep your **fresh** magazines as a source of imagination for whenever you need creative ideas. Let your staff have a go at one or two designs from this issue and see how they sell.

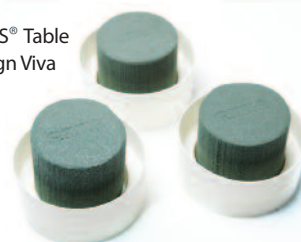
The single most important point for the customer is longevity. They want their flowers to last the maximum length of time so choosing OASIS® Floral Foam Maxlife will help ensure this. OASIS® Floral Foam Maxlife has been proven to enhance the life of flowers and foliage above previous floral foam, and is designed for maximum flower life.

OASIS® Floral Products are committed to helping you make your business grow, and this is why for the summer wedding season the new wedding resource area on the OASIS® Floral Products website is a must. Packed with information, posters to download and great new products to help maximize your wedding style, check it out today at www.oasisfloral.com

OASIS® Table Design Neo



OASIS® Table Design Viva



You are going to love the new instant best sellers, the OASIS® Table Design Neo and the OASIS® Table Design Viva that are featured on pages 6 and 7. Perfect for grab and go gifts and table designs they are one of the most versatile and cost effective containers on the market today. Also the popular OASIS® Wedding Belle® Bouquet Holder has smart new packaging so look out for it at your local wholesaler. Read about the fantastic OASIS® Floralive® Quick Dip on page 11 and find out what it can do for your flowers this summer.



Finally be inspired and enter the OASIS® Floral Products monthly competition on Facebook www.facebook.com/OASISFloralProductsUK Look out for the competition theme or get creative and make a design using the product of the month, then e-mail a photo to ukmarketing@oasisfloral.com It's a great way to network and show your floristry skills to the world.

facebook

Have a profitable and sunny summer!



SPOT THE DIFFERENCE...

Four terrific ways with tins



Spot On



Earn your Stripes



Dotty about Lilac



In the Pink





Earn your Stripes

Sundries



OASIS® Ideal Floral Foam Maxlife



Pale Green Stripy Tin Bucket



Apple Green Midelino Sticks



Silver Bullion Wire



Bleached White Midelino Sticks

Designer Tips

- To make a dense frill around the top of the container use short stemmed Hydrangea. Support wire the florets if necessary, but ensure the Hydrangea stem is pushed well into the floral foam to avoid premature wilting.
- Emphasize the circular effect with swirling Midelino Sticks around the floral edge.

Flowers and Foliage

Hydrangea 'Green Shadow'
Statice - White
Rose 'Avalanche'

Hypericum 'Sugar Flair'
Freesia 'Ambassador'

Spot On

Sundries



OASIS® Ideal Floral Foam Maxlife



Pale Green Dotty Tin Pot



Silver Bullion Wire



Bleached White Midelino Sticks

Designer Tips

- To add rhythm to the grouped flowers use curving Midelino Sticks and attach to the top of each Nerine with silver Bullion Wire.
- A low platform of Chrysanthemum gives depth and emphasizes the central area of the design.

Flowers and Foliage

Anthurium 'Midori'
Rose 'Avalanche'
Nerine - White

Spray Chrysanthemum 'Feeling Green'
Asparagus setaceus - trailing fern
Fatsia Leaves

In the Pink

Sundries



OASIS® Ideal Floral Foam Maxlife



Pale Pink Stripy Tin Pot



Lilac Midelino Sticks



Silver Bullion Wire

Designer Tips

- Make curving arches of Sprenger fern by wiring firmly up the stem with silver Bullion Wire.
- Echo the curving Sprenger with Midelino Sticks for a rhythmic outline.

Flowers and Foliage

Cymbidium Orchids
Rose 'Aqua'
Trachelium 'Purple Lake Michigan'

Salix - Pussy Willow
Asparagus densiflorus - Sprenger
Asparagus setaceus - trailing fern
Galax Leaves

Dotty about Lilac

Sundries



OASIS® Ideal Floral Foam Maxlife



Pale Lilac Dotty Tin Bucket



Lilac Midelino Sticks



Lilac 6mm Round Headed Pearl Pins



Lavender Metallic Wire

Designer Tips

- Place a Round Headed Pearl Pin between the top of four Midelino Sticks, then bind neatly with Metallic Wire for a decorative topping.
- Larger round leaves at the base of the arrangement give the design greater dominance.

Flowers and Foliage

Aconitum
Eustoma 'Piccolo White'
Freesia 'Blue River'
Carnations 'Delphi White'

Spray Chrysanthemum
Asparagus densiflorus - Sprenger
Galax Leaves
Fatsia Leaves
Liriope musari - China Grass

NICE AND EASY...

Corporate clients demand **contemporary styling** together with **long lasting flowers**

Florists want arrangements that last the whole week, and that are quick, easy to make designs with minimal flowers. What's the difference? Everyone has the same objective. It's the little design elements that you add that make all the difference. This is where **fresh** magazine helps, with easy to do ideas that will set your shop apart. OASIS® RAINBOW® Foam should be flaunted not concealed. It is perfect for corporate designs where the coloured floral foam becomes an integral part of the design. So think of OASIS® RAINBOW® Foam as an accessory as well as a means of supporting the stems. This enables you to use minimal flowers to create cost effective designs.

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

How to...

1. Soak the OASIS® RAINBOW® Foam. Remember that with a denser cell structure OASIS® RAINBOW® Foam takes slightly longer to soak than other OASIS® Brand Floral Foams. Cut the floral foam block to fit the Clear Glass Cube using one slice flat across the base. Stand the second portion on end towards the back of the Clear Glass Cube to achieve the shelf effect. Fill in with Crushed Ice which will keep the floral foam secure whilst looking decorative.



2. The floral foam should protrude approximately 2 ½ cm (1") above the rim of the container. Position the tall Prunus branches towards the back of the floral foam. Cut the stems diagonally and push well into the floral foam for good anchorage. Cluster Hypericum and loops of Midelino Sticks around the base of the Prunus stems. Soak Midelino Sticks in water for a minute to make them flexible and easy to use.



3. Add the Anthuriums, using two tall vertical placements towards the back of the design. Place the third Anthurium at an angle at the front of the floral foam. Two Cymbidium Orchids form the focal area. Make Midelino Stick flowers by looping the pliable sticks and securing with silver Bullion Wire. Fill with water once at the venue.



Flowers and Foliage
Prunus or similar straight branches
Anthurium 'Pistache'
Cymbidium Orchids
Hypericum 'Emerald Flair'

Sundries



14cm Clear Glass Cube



Silver Bullion Wire



Clear Crushed Ice



Bleached White
Midelino Sticks



Lime Green OASIS®
RAINBOW® Foam Brick



FRESH RECOMMENDS



Bursting onto the scene this season are two cute containers, the **OASIS® Table Design Neo** and the **OASIS® Table Design Viva**.

NEO



OASIS® Table Design Neo



White Midelino Flat Lengths



OASIS® Floralife® Leafshine



OASIS® Floral Adhesive Tube

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Flowers and Foliage

Carnations 'Prado'
Anthurium 'Alice'
Rose 'Avalanche'
Ornithogalum Arabicum
Aspidistra Leaves
Sticherus – Umbrella Fern
Hedera leaves

Designer Tips

- Spread a thin film of glue onto the plastic container. Allow the glue to go tacky then wrap the Aspidistra Leaves around the container. Hold in place for a few minutes whilst the glue sets.



These versatile new containers from OASIS® Floral Products are about to become design essentials! They come pre-filled with **OASIS® Ideal Floral Foam Maxlife**, have a large reservoir for holding water and also the plastic container can be decorated in hundreds of different ways. Reasonably priced for grab gifts and table designs, style them high or keep them simple. Whatever way you choose to use the **OASIS® Table Design Neo** and **OASIS® Table Design Viva** they are real gems, and so useful you will wonder how you managed without them.

VIVA



OASIS® Table Design Viva



Apple Green Skeleton Bayan Leaves



Lime Cord



OASIS® Floral Adhesive Tube



Bleached White Midelino Sticks

Flowers and Foliage
 Carnations 'Cheerio'
 Ornithogalum Arabicum
 Hedera Erectica
 Heucherella leaves

Designer Tips

- Pinch together several Skeleton Bayan Leaves to make them more robust and to give a denser colour.

IN THE PINK...

Everyday gift occasions are what keep **flower shops blooming** all year round



Giving customers fresh floral ideas with clever and simple upgrades puts you ahead of your rivals and wins customers. Whatever the time of year pretty and feminine pink shades are always best selling colours. Add a twist of zangy lime green and a fresh modern look will set customers buzzing. Try out this gift arrangement to **make everyday a special day in your shop.**

How to...

1. Soak half a block of OASIS® Ideal Floral Foam Maxlife in an OASIS® Floralife® Flower Food solution. Add the floral foam to the container and secure together with one length of Pot Tape. Position a Fatsia Leaf at the front corner of the floral foam. Split an Aspidistra Leaf, curl and fold to make interesting loops, secure the leaf tips with decorative pins.



2. Re-cut the stems of the Nerines at a sharp angle for easy insertion into the floral foam. Add the tall Nerines in front of the Aspidistra loops. Place two Roses in front of the Nerines. Make sure all stems are pushed firmly into the floral foam for secure anchorage.



3. Make loops of pink Cord and fix at the front of the design. Insert the Shamrock Blooms and add the Hypericum low in the arrangement to cover the floral foam. Tuck two Cymbidium Orchids into the focal areas in the design. If the stems of the Cymbidiums are short use left over plastic phials to provide a water source.



Flowers and Foliage

Nerine 'Favoriet'
Rose 'Heaven'
Chrysanthemum 'Shamrock'
Cymbidium Orchid
Hypericum 'Jade Flair'
Fatsia Leaves
Aspidistra Leaves

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Sundries



OASIS® Ideal Floral Foam Maxlife



Strong Pink Square Designer Bowl



Pale Pink Cord



Pot Tape



Pale Pink 6mm Round Headed Pearl Pins



BABY BLOOMERS...

Quick and easy styles to put the bounce back into baby arrangements



As Easy as ABC



Dancing Princess



Ship Ahoy



Bear Necessities





Dancing Princess

Sundries



OASIS® Ideal Floral Foam Maxlife



Pink Ballerina Square Wooden Planter



Pale Pink Cord



Pink Wooden Ballerina Pick

Designer Tips

- Ensure the floral foam is soaked in water containing OASIS® Floralife® Flower Food to aid longer life for flowers.
- Make sure 3cm (1") of floral foam protrudes above the rim of the container.

Flowers and Foliage

Germini 'Bridal Kimsey'	Eucalyptus 'Baby Blue'
Rose 'Heaven'	Galax Leaves
Eustoma 'Piccolo White'	Fatsia Leaves
Skimmia Rubella	

As Easy as ABC

Sundries



OASIS® Ideal Floral Foam Maxlife



Pink ABC Square Wooden Planter



Rose Pink Flower Glitter and Flower Glue



Rose Metallic Wire



Pink Wooden Teddy Pick

Designer Tips

- Add a touch of glamour by dusting the Roses with Flower Glitter.
- Use rose Metallic Wire to give a decorative support to Gerbera stems.

Flowers and Foliage

Anthurium 'Choco'	Hypericum 'Emerald Flair'
Rose 'Aqua'	Asparagus densiflorus - 'Sprengeri'
Germini 'Bridal Kimsey'	

Bear Necessities

Sundries



OASIS® Ideal Floral Foam Maxlife



Blue Teddy Square Wooden Planter



Blue Wooden Teddy Pick



Blue Tulle

Designer Tips

- Use minimal flowers with one fabulous bloom (i.e. Phalaenopsis) to give a luxurious modern look for greater profit. Place the Phalaenopsis Orchid in a test tube if the stem is short.
- Off cuts of ribbon can be styled into arrangements for a smart look.

Flowers and Foliage

Gentian	Phalaenopsis Orchid
Hypericum 'Emerald Flair'	Aspidistra Leaves
Eryngium 'Orion'	Fatsia Leaves

Ship Ahoy

Sundries



OASIS® Ideal Floral Foam Maxlife



Blue Pirate Ship Square Wooden Planter



Blue Wooden Pirate Pick



Silver Bullion Wire



White Sisal



OASIS® Tack 2000 Spray Glue

Designer Tips

- Bind Sprengeri with silver Bullion Wire to give an elegant curved shape.
- For a low cost design element scrunch Sisal together, and use OASIS® Tack 2000 Spray Glue to hold it in place. Attach securely to the floral foam with hairpin wires.

Flowers and Foliage

Nerine - White	Hydrangea macrophylla
Muscari	Galax Leaves
Carnation - White	Asparagus densiflorus - 'Sprengeri'

OASIS® Floralife® Quick Dip to Quicker Profits



In the summer months the wedding and event business is full on and with every wedding season comes **a new trend in bridal fashion.**

Venues are all dressed up for both events and weddings, sometimes with themes that are surreal. Often it seems that brides and organisers want to out do each other in whacky and wonderful ideas. Yet one thing remains constant whether it's from gothic to fairytale, in a museum, a mansion or someone's home – the flowers must look gorgeous.

No matter where the nuptials take place there is never such a thing as an ordinary wedding, because for that particular bride and groom it is the most special and extraordinary day.

For the florist when the weather and the pace heats up it's keeping those beautiful blooms in sparkling condition that counts, and giving clients the freshest flowers to celebrate their unique day.

This is where OASIS® Floralife® helps with a range of products to aid longer life for flowers, with solutions for fresher flowers and satisfied customers. The must buy for florists is the new OASIS® Floralife® Quick Dip that is an instant hydration pre-treatment.

With more and more flowers being transported dry packed it's crucial that they are immediately conditioned and hydrated when they arrive at the shop.

It's so easy with OASIS® Floralife® Quick Dip, and it just takes seconds to use. It's particularly valuable for field-grown crops, and a definite must for Roses and Gerbera to help prevent bent necks, aiding hydration and a free flowing stem.



Once flowers arrive at the shop they must be conditioned immediately, and drink for a minimum of two hours before being sold or used in arrangements. Flowers that are not hydrated will wilt quickly, especially in high temperatures. This one second hydration solution, OASIS® Floralife® Quick Dip, makes a florists life easier. A ready to use solution it needs no mixing and because it takes just a one-second dip saves time, wastage and staffing costs.

It's simple, it's effective and it's the professional florists perfect choice.

Follow these easy directions to use:

- Follow the instructions on the product label.
- Remove foliage that will be below the solution level in the container.
- Re-cut flower stems 1-5 inches with a clean knife.
- "Dip" stems in 2 inches of OASIS® Floralife® Quick Dip Instant Hydration Pre-treatment for 1 second.
- Immediately place flowers in an OASIS® Floralife® Fresh Flower Food solution.
- Discard used solution daily or if it becomes cloudy or contaminated with debris.
- Never pour used solution back into the original bottle.



Scan the following QR code with your smartphone for further information (QR Reader APP required). Alternatively visit: www.oasisfloral.com



No Treatment



Treated Flowers

TRADITIONAL TRIBUTES



Tradition and convention are often the prerequisites when it comes to funeral tributes.

Customers want to feel comfortable with their expression of sympathy and choice of design, particularly when it's a tribute for a colleague or friend, as no one wants to overshadow the family flowers. OASIS® Floral Products **make life easier for florists** to produce everyday designs **quickly** and **profitably**.

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The time honoured wreath

Flowers and Foliage

Lily 'Sorbonne'
Rose 'Aqua'
Eustoma 'Piccolo Rose'
Limonium 'Crystal Dark Blue'
Ruscus hypophyllum – Hard Ruscus

Freesia 'Blue Moon'
Eryngium alpinum
Pittosporum 'Ilan'
Asparagus myriocladus

Sundries



14" OASIS®
NAYLORBASE® Ring

Favourite Funeral Spray

Flowers and Foliage

Peony 'Sarah Bernhardt'
Rose 'Aqua'
Eustoma 'Moon Violet'
Dendrobium Orchid 'Karen'
Syringa 'Madame Florent Stepman'

Cordyline fruticosa
Pittosporum 'Ilan'
Rhapis excelsa
Danae racemosa – Soft Ruscus

Designer Tips

- Flowers should look their best on the day of the funeral. Make sure Lilies and Peonies are open and in optimum condition to give the maximum impact.

Sundries



OASIS® Florette Medi

THREE OF A KIND



The seashore **summery** look of these bleached Wooden Garden Planters will let the **sunshine** in whatever the weather this season.

The Wooden Garden Planters from OASIS® Floral Products come in sets of three, and in two different colour ways, white and grey, plus they have a thick stitched inner liner. The **versatile** size and shape of the planter is perfect both for flower arrangements and planted designs. Group the planters together using differing styles of arrangement, and display with seaside accessories for **greater impact** in the shop.

Fabulous Phalaenopsis

Sundries



OASIS® Ideal Floral Foam Maxlife



Large White Wooden Garden Planter



Silver Metallic Wire



8mm Crystal Beads



White/Grey Rose Organza



Flat Black OASIS® Spray Colour



10mm Ivory Beads

Plants

4 Double stems Phalaenopsis Orchid plants
Sphagnum Moss

Designer Tips

- Plunge plant the Phalaenopsis Orchid plants and wedge into the container with floral foam. Then cover the pots and floral foam with a layer of Sphagnum Moss.
- Edge the planter with Rose Organza, stapling into place at the corners of the planter. Decorate the ends of the Rose Organza with silver Metallic Wire to give a luxurious finish.
- Spray the Phalaenopsis Orchid support sticks with black OASIS® Spray Colour to accentuate the white Phalaenopsis Orchids.



Garden Style

Sundries



OASIS® Ideal Floral Foam Maxlife



Bleached White Midelino Sticks



Small White Wooden Garden Planter



White 6mm Round Pearl Headed Pins



Black Palm Leaves

Designer Tips

- Split the black Palm Leaves and pin into place in a swirling pattern around the edge of the container.

Flowers and Foliage

Prunus
Nerine - White
Carnations 'Prado'
Chrysanthemum 'Shamrock'
Sphagnum Moss

Seashore Style

Sundries



OASIS® Ideal Floral Foam Maxlife



Medium White Wooden Garden Planter



Bleached White Mitsumata Branches



White Sisal



OASIS® Tack 2000 Spray Glue

Flowers and Foliage

Ornithogalum Arabicum
Chrysanthemum Bloom 'Anastasia'
Rose 'Avalanche'
Hydrangea 'Emerald Classic'
Eryngium 'Orion'
Asparagus densiflorus – Sprenger
Fatsia Leaves
Aspidistra Leaves

Designer Tips

- Mold Sisal into leaf shapes and then spray with OASIS® Tack 2000 Spray Glue. Leave to dry and then trim off any stray wisps of Sisal for a neat finish.
- Always line the planters with polythene to prevent spillage.

Garden Style >



< Seashore Style

NEW

oasis
FLORAL FOAM

maxlife

Designed for maximum flower life

Up to 50% more thanks



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Appreciation lasts longer with 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 view inspirational gift arrangements.



www.oasisfloral.com