

Floralife Fresh Flower Food Vaselife Study

Is it really better than water?

Floralife® , Inc.

Research Update

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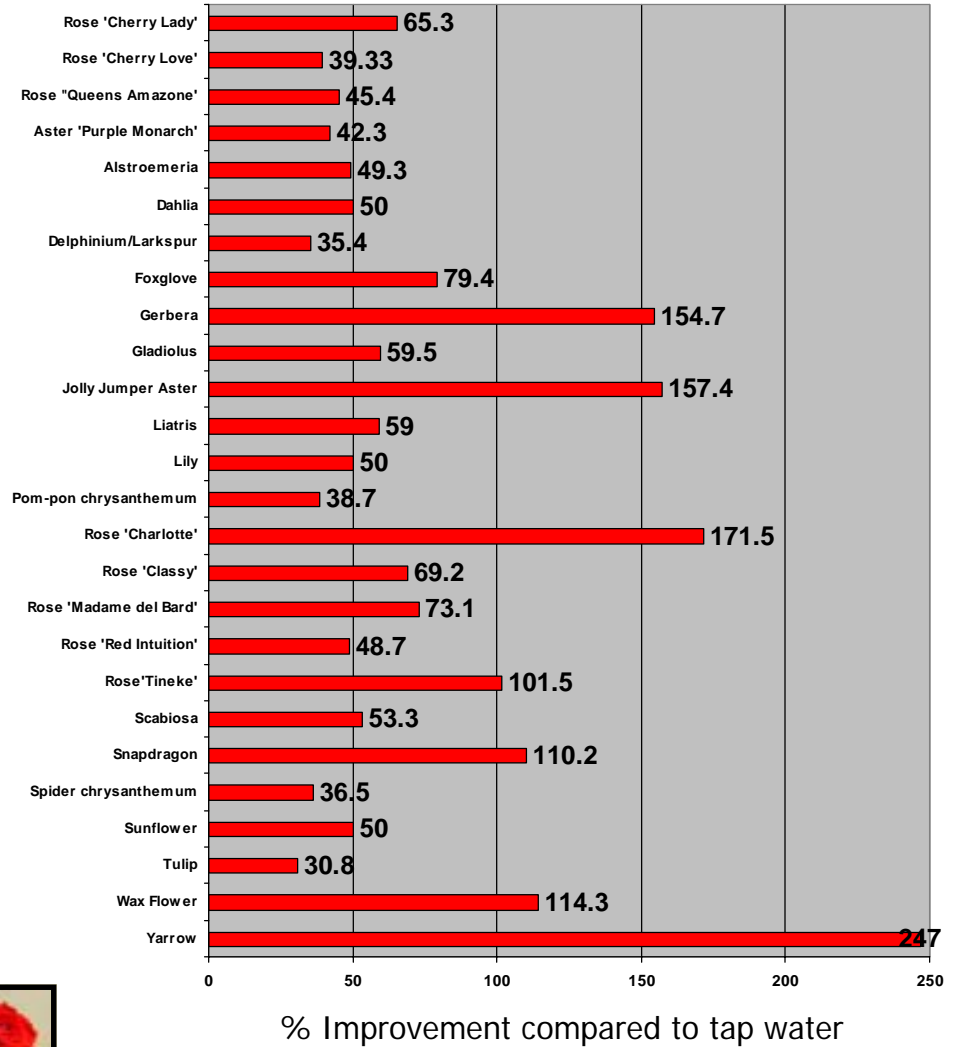
Background

When a flower is cut from the plant, necessary resources become limited. Floralife Fresh Flower Food is laboratory formulated to ensure maximum enjoyment of all fresh cut flowers.

Research

The following graph contains experimental data compiled from post harvest flower experiments. The numbers represent the percent difference between flowers with and without fresh cut flower food. For these crops, Floralife Fresh Flower Food was beneficial.

Vaselife of Fresh Cut Flowers



Classy Roses - Day 5



Conclusion

Use a Floralife Fresh Flower Food solution instead of tap water to hydrate and nourish fresh flowers and help improve customer satisfaction.



For more information or to download a copy of our Care & Handling Manual online, visit www.floralife.com
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