

FloraCare® Research Update

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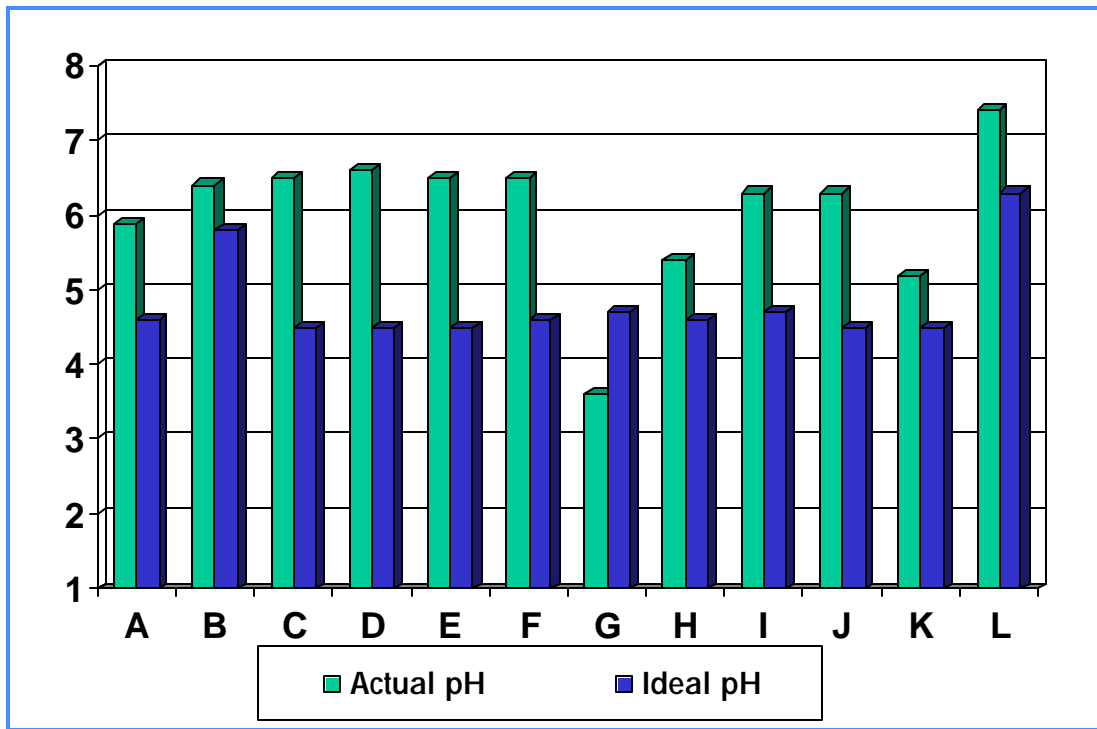
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Importance of Using a FloraCare® Injection System

A FloraCare® Injection System allows for correctly mixed flower food solutions with minimal effort. The FloraCare® Research Update Volume 2, Issue 12, focused on the importance of proper flower food dosage in increasing vase life. Vase life is reduced when using improperly mixed flower food. Preparation of flower foods by hand often results in the wrong concentration of flower food and can also be labor intensive.

Twelve retail locations mixing flower food by hand were audited based on flower food dosage (see graph below). None of the locations audited demonstrated proper flower food dosage. By using flower food correctly, store shrink can be greatly reduced.

Flower Food Concentration Check



A FloraCare® Injection System will also reduce labor. Suppose that it takes a person 2 minutes to add water to a bucket, add flower food and mix. Based on about 30 buckets a day, three days a week, the labor cost for this function alone is about \$864.00 per year (calculation with labor at \$6/hr.) This labor cost would be virtually eliminated using a FloraCare® Injection System.

For more information on the FloraCare® Injection System, please refer to our website at www.floralife.com.

Conclusion

A FloraCare® Injection System pays for itself in less than a year by reducing scrap and labor costs.