



FloraCare® Research Update

October 2000

Volume 2, Issue 10

Retail Shrink Reduction Study

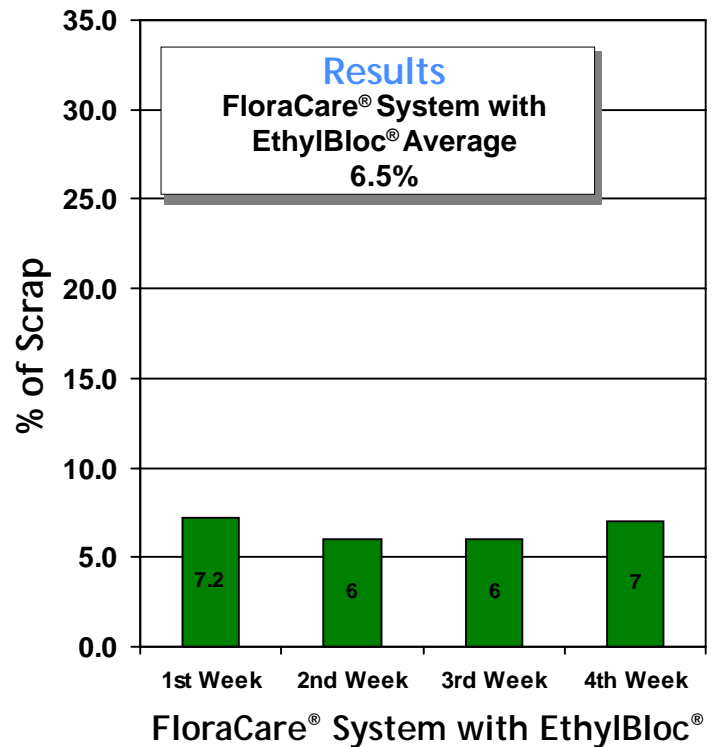
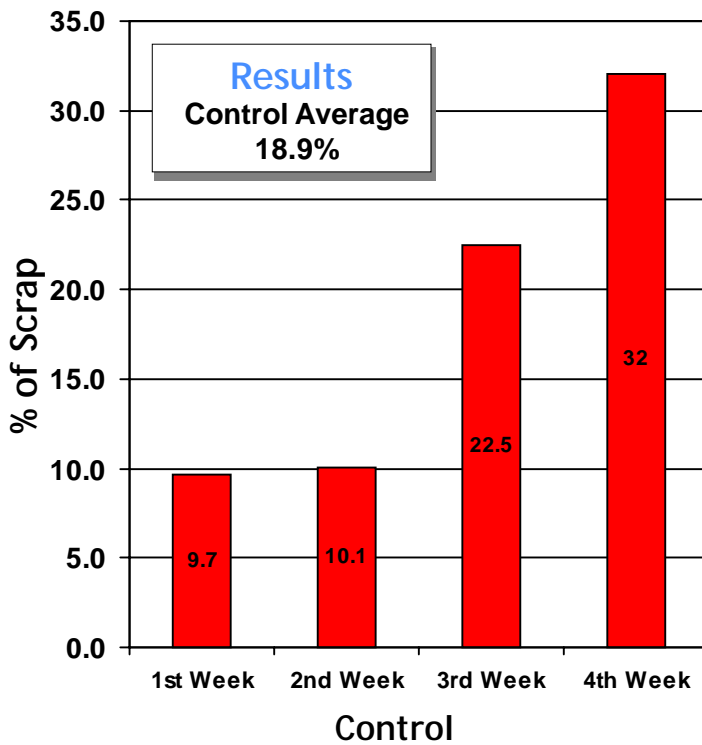
Purpose

To examine the effect of using Floralife's FloraCare® products at the retail level.

Experimental Details

The percent scrap was monitored weekly at a retail florist with four employees for two months. One month served as a control; no FloraCare® products were used. The second month consisted of weekly EthylBloc® treatments in the storage cooler; using an injector to dispense Floralife® Crystal Clear™ 1.6; weekly bucket washings with Floralife® D.C.D. (dosed 1 oz. per gallon); and Floralife® Quick Dip®.

Results



Note: The variability in shrink between weeks was greatly reduced by using proper care and handling techniques.

Conclusion

Floralife's FloraCare® products and proper care and handling techniques can be used at the retail level to reduce shrink as much as 66%.