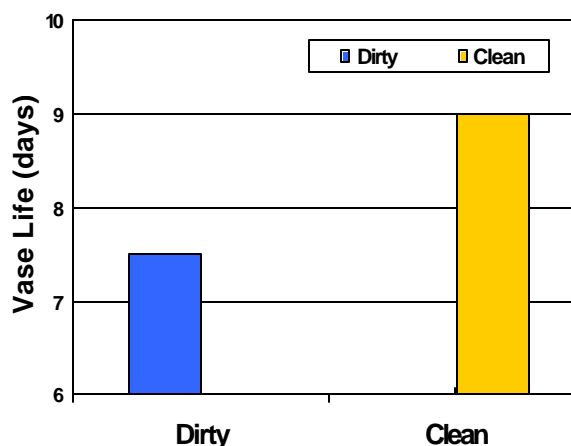


Why is Sanitation an Important Part of Proper Care & Handling of Fresh Cut Flowers?

Cleanliness is usually underestimated in terms of its importance concerning postharvest vase life. If you start with a dirty and unsanitized bucket, cooler or preparation surface, all other attempts at postharvest care will be less effective (fresh flower food, hydration, etc.). For example, if a flower is properly treated and then put into a dirty bucket, the flower will prematurely die from the microbes, regardless of the treatment. The microbes 'plug' the stem, inhibiting proper solution uptake. Make sure everything that may come in contact with the flower is cleaned with Floralife Formula D.C.D.™, including buckets, cutters, coolers, benches, etc. Floralife Formula D.C.D.™ is EPA registered and approved for the horticulture industry.

Research has shown that buckets left dirty for four days can reduce the vase life of a rose by up to 20%.

Rose Vase Life in a Clean Bucket vs. a Dirty Bucket



Why use Floralife Formula D.C.D.™?

Floralife Formula D.C.D.™ is specifically designed to kill microbes over a long period of time. You do not need to rinse buckets cleaned with D.C.D. If you clean your buckets today, tomorrow the buckets will still be protected. Many use a chlorine bleach to clean their buckets. Chlorine is an effective biocide, but does not have any residual effect, not leaving much protection past a day (see chart below).

Relative Effectiveness of Bleach vs. D.C.D.™ Measured After Three Weeks

Bucket Treatment	Relative Bacterial Counts	Relative Fungal Counts
D.C.D.™	1	1
Bleach	389	38
Water	889	560

(Independent study performed at Northview Pacific Laboratories; Berkeley, California)

Conclusion

Use Floralife D.C.D. to **Disinfect**, **Clean** and **Deodorize**!