

Rose Care Guide



EXPRESS UNIVERSAL 300 - Keep it Simple, No Worries, Don't Cut Your Stems!

When it comes to fresh cut roses, Floralife knows that you are looking for long-lasting full blooms that accentuate the color and the beauty of the rose. You understand the potential of roses as high value fresh cut stems. With more than 100 species of roses and even more varieties, you might find it hard for your product to stand out above the rest.

Express Universal 300 is our newest flower food innovation. Appropriate for all roses and flower types, **Express Universal 300** provides hydration and nutrition to the fresh cut flower, and, with Express Technology, **you can recut the stems or not, with the same benefits!**

Floralife can also help you to achieve a complete care system for all of your fresh cut rose needs.

Care and Handling



1. Upon receiving roses either process immediately or store in a 34° - 38° F cooler with 75 - 85% relative humidity until they can be processed. It is preferable to process flowers immediately upon arrival.
2. Prepare a nonmetallic container mixed with a Floralife® flower food (300) solution (Floralife Crystal Clear®, Rose Clear Flower Food, or Floralife® Express Universal 300 solution). Remember that the measurement of flower food is critical. Under- or overdosed flower food will result in a reduction in vase life. Buckets should be cleaned with D.C.D.® cleaner to prevent bacteria growth in the buckets that could clog stems and prevent proper hydration. **Remember: Everything works better when it's clean.**
3. Loosen or remove the wrapper and remove any foliage that will be under the solution level. Pour Floralife Quick Dip® into a small container at least 2 inches high. Make a fresh cut at least 2 inches from the bottom of the stem with a clean cutting tool. A knife or a cutter is fine as long as it's CLEAN and SHARP. **If you are using EXPRESS solution, cutting stems in processing is not necessary.** However, EXPRESS can be used with your roses with or without a cut with excellent results.
4. Dip the stems for 1 - 2 seconds in Floralife® Quick Dip and place immediately into your flower food solution. Quick Dip should be used whether or not you are using EXPRESS solution.
5. To prevent premature opening, place flowers in a cooler immediately after processing. Flowers will fully hydrate in a cooler in 4 to 6 hours so leaving the flowers out to hydrate should not be done if the goal is to keep buds tight and maximize flower life until they are ready for sale. Hydrating flowers in warm water or letting them sit at room temperature should only be done if you have an immediate need for an open bloom.
6. Remember when designing in a vase to once again remove any foliage under the water line. Foliage under the solution line can encourage bacterial growth.
7. Always remember to include a packet of flower food with the arrangement and encourage your customer to mix the product properly.



Buying Tips

Ask: Variety name. Different varieties have different flower qualities. Learn the varieties that work best at your location.

Avoid: Fully opened flowers; limp stems and/or soft flowers; damaged or diseased foliage; flower heads with mold.

Look for: Flowers with firm stems, foliage and flowers.