

fresh

Products, news and ideas to help create inspirational floral arrangements



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fresh talk

Our search to find the best locations to shoot photography for **fresh** magazine took us to Lumley Castle, at Chester-le-Street, Durham. Lumley Castle is a magnificent six hundred year old Norman stronghold now home to a top class hotel. History seeps from every nook and cranny, and whether it’s an Elizabethan banquet or an intimate weekend for two it will be a unique experience. Even the Lumley Castle resident ghost is a chivalrous knight. Needless to say it was raining whilst the shoot took place, but this did not deter our designer Helen Jamieson NDSF, who created magical designs to compliment the lavish settings. If you want to take a luxurious trip back in time log on to www.lumleycastle.com.



Lumley Castle

The range of designs featured in this issue concentrates on Autumn, Christmas and sympathy sales. With great ideas using the latest products from OASIS® Floral Products, sourced from around the world, to help give florists’ arrangements cutting edge appeal that won’t break the bank. With the credit crunch in full swing, little flourishes of clever design are one of the solutions to attracting and keeping customers.



Helen Jamieson NDSF

OASIS® Floral Products are committed to supporting florists throughout the globe, and we were proud to be one of the sponsors for Joe Massie of Fishlocks, Liverpool at the Eurofleurs competition held in Brussels in August. Flowers at Work was the title of the exhibition and thirteen countries took part, all competitors were under twenty five years of age. Joe at nineteen was the youngest competitor and a very credible performance he gave, taking second place in the bridal design and again second in the surprise item competitions.

Did you see OASIS® Ambassador Neil Whittaker on GMTV where he designed the wedding bouquets for the ‘Battle of the Brides’ competition? It was great to see Neil produce exquisite and unique bridal designs. He said “This was a fantastic opportunity to demonstrate how floristry is moving on and to showcase some of the new ideas and techniques that are developing in the industry.”



OASIS® Ambassador Neil Whittaker, NDSF, AIFD

Finally the eagerly awaited grand final of the OASIS® Academy competition takes place at the Society of Floristry show, Cirque des Fleurs, on Sunday 16 November, at the East Midlands Conference Centre. Eight competitors will show their design skills and techniques in this gruelling test to find the winner. Don’t miss this nail biting final.

From everyone at **fresh**, have a great Christmas!

Harvest Supper



SUNDRIES
Large Willow Bowl
OASIS® Ideal Floral Foam
Brown Rustic Grapevine Wire
Red Magnolia Leaves

FLOWERS
Gourds
Carthamus
Zantedeschia ‘Treasure’
Rose ‘Cherry Brandy’
Hydrangea
Germini ‘Harley’
Fatsia Leaves
Pittosporum
Green Lotus Seedpods
Photinia

The loveliest time of the year in a flower shop is autumn. Rich glowing colours, seasonal scents, berries and fruits all associated with Harvest create a powerful statement.

Baskets are a perfect accompaniment to the abundant look of the fall; their rustic style is perfectly suited to the autumnal arrangements that sell so well at this time of year. OASIS® Floral Products have a new range of willow baskets, deep enough to get a good size chunk of OASIS® Ideal Floral Foam in, to ensure long lasting flowers and foliage. In a range of three sizes these baskets are a new twist on a classic style.

Country chic doesn’t get better than this basket design, brimming over with a profusion of autumn delights. Rustic Grapevine Wire loops through the arrangement echoing the stems of the Calla Lilies to give an upbeat look to a traditional style.



Willow Bowls



Rustic Grapevine Wire



Magnolia Leaves



OASIS® Ideal Floral Foam Brick

Kissing Callas



FLOWERS
Zantedeschia ‘Treasure’
Viburnum Opulus ‘Compactum’
Orange Lily ‘Avignon’

SUNDRIES
Black Placuna Shells
Black Pepe Cones
Black Bullion Hair
Black Mitsumata
OASIS® Ideal Floral Foam
Orange 10cm Small Mirror Cube

Special flowers need very little adornment, the beauty in this design is in the curved lime green stem and the molten orange flowers of these two Treasure Zantedeschia. Midnight black Mitsumata form a dramatic foil for the kissing Callas, emphasizing their beauty.

The arrangement made in the new red Mirror Cube from OASIS® Floral Products is filled with OASIS® Ideal Floral Foam to aid long lasting life for the flowers. A group of vibrant Avignon lilies at the base echoes the colour of the Callas with black Placuna Shells and Pepe Cones covering the floral foam. Sheltering in the centre of the design is a bunch of bright red Viburnum Opulus berries. A whoosh of black Bullion Hair completes the look.



Mirror Cubes



Bullion Hair



Mitsumata



Placuna Shells



OASIS® Ideal Floral Foam Brick



Pepe Cones

InMemorium

FLOWERS

10mm White Round Headed Pearl Pins
Rose 'Marousia'
Zantedeschia 'Schwarzwalder'
Freesia 'Polaris'
Viburnum
Trachelium
Hydrangea
Dianthus Barbatus 'Green Trick'
Euphorbia fulgens
Rubus
Hedera Helix trails
Rosemary
Asparagus umbellatus

SUNDRIES

OASIS® Large Wreath on Stand

The classic wreath with its symbolic everlasting circle of flowers is one of the most traditional sympathy tributes.

The new OASIS® 62cm (24.4") wreath comes complete with its own presentation stand; this means that the full beauty of the flowers can be seen clearly when the design is on view. It's an impressive, large design similar to those used throughout Europe. With its own easel already attached it's easy to use and the florist has the added assurance that OASIS® Ideal Floral Foam, reinforced with wire mesh, is strong and deep enough to hold all the stems firmly in place.

White and purple shading gives a calm, tranquil effect, with Viburnum Tinus, Trachelium, purple Callas, white Roses, Dianthus Barbatus, green Hydrangea and white Freesia grouped around the circular shape. Euphorbia fulgens and Rubus entwine the wreath interspersed with a lush selection of foliage including Rosemary for Remembrance. A magnificent memorial tribute.



OASIS® Large wreath on Stand



Heartbreak

The latest tribute shape from OASIS® Floral Products is the swinging heart, a modern version of the traditional heart but with curved contours.

This updated style will appeal to families wanting a unique design but with the characteristics and symbolism of a traditional love heart.

Create distinctive edging with Giunco Sticks, applied using a hot glue gun for stability, with decorative Red Pearls on a Reel added to accentuate the unique shape. Make a textured flower base with flowers and foliage in shades of lime green and red to compliment the Giunco Stick edging. Loop Phormium tenax leaves through the design and overlay in places with Philodendron Xanadu.



Large Open Swinging Heart



Pearls on Reels



10mm Round Headed Pearl Pins



High Melt Glue Gun and Glue Sticks



Giunco Sticks



Bullion Hair

SUNDRIES

OASIS® FOAM FRAMES®
Large Swinging Open Heart
Red Giunco Sticks
Green Giunco Sticks
Red Pearls on a Reel
High Melt Glue Gun and Glue Sticks
10mm Red Round Headed Pearl Pins
Red Bullion Hair

FLOWERS

Rose 'Passion'
Carnations 'Prado'
Philodendron Xanadu
Celosia 'Bombay Fire'
Viburnum Opulus
Dianthus 'Barbatus'
Germini 'Jaimey'
Phormium Tenax



my style Joy Gill

Ask any florist where they would like to go, if in the vicinity of Birmingham, and the answer will be the Flower Centre. Florists flock to see what Joy Gill is up to next and the best accolade to give is that she's a florists' florist! Totally professional, both creatively and business wise, Joy runs the Flower Centre, Birmingham with her partner Steve Hallard and together they are the hottest flower shop in town.

In her own words Joy describes her life and style of floristry. I didn't know what to do when I left school, having been to art school, floristry seemed an appropriate choice. I was taught within the shop, while working at the Flower Centre as a manager, it was owned at the time by the local funeral directors. When they wanted to sell the shop they offered it to my partner, Steve Hallard and me. We had just two staff to start with, but now we employ eighteen in a much expanded and larger shop!

At this point I decided that I wanted qualifications, so I and our manager Mandy (who is still with us) went to Pat Reeves and Hilary West's courses, as well as Lynda Owen's at Bournville College. We gained our National Diplomas in 1987 and have since facilitated many of our team to take the SOF exams. We have two other diploma holders in the shop, Su Whale, our assistant manager and Robert Lacey our senior creative designer.

The interior style and décor of the shop reflects the trading area and customers that we serve which is very diverse – a mix of different disposable incomes and ethnic backgrounds. We are the fourth biggest shopping area in Birmingham and have 250,000 people within a five mile radius of us. We have quite a reputation locally for being a bit different. This is reflected particularly in our window displays which we are renowned for. We rarely put flowers in the window – far too predictable! At the moment we have scatter cushions and swags of OASIS® Hessian material in rich colours to reflect the start of autumn.



We are a 'ready to go' gift centre, offering a wide range of designs from as little as £4.00 to £40.00. We have less cut flowers in the shop and more impulse buys, we made this change when, after monitoring sales via the till buttons, we realised that we were giving away too much of our retail space to the cut flowers.

We have an established regular clientele that will regularly order specific designs for their special occasions, and we do a lot of weddings, from small and intimate to the very large. We do a lot of Greek weddings, this year the Sunday after Mother's Day we had one of our biggest – 89 table arrangements, with 1000 people attending the wedding. We still have close ties with the funeral directors that we bought the shop from and do a lot of tributes for them, as well as their office and chapel arrangements.

Our décor and style needs to reflect our diversity, we have a large outside display so that the shop always looks inviting. We were chosen as one of the Eden Project shops for Interflora, a project that encompassed shop layout and design in the new aubergine and ivory cream of the re-branded Interflora scheme.

Having won retail florist of the year in 1994, when the Flower Council of Holland restarted the competition in 2004, we were up for the

challenge. It made us look at all aspects of our business and helped us to evolve to where we are today. We were also immensely proud to be a platinum winner, and Interflora Flower Shop of the Year. A great team effort rewarded.

Our style is very commercial, using the best available seasonal produce, but with an added twist to set our designs apart and keep the customers returning for more. Our customers have very different tastes and we try to satisfy them all. By monitoring the sales we noticed that we weren't selling many arrangements in OASIS®. We now actively promote designs in OASIS®, having usually three or four different styles such as modern, traditional and country, making the most of any current good buys in flowers or sundries.

Our signature style is one with all the bells and whistles. We love all the new OASIS® Floral Products and use lots of wire. We particularly like the curly mesh which we use a lot to jazz up plain pots, plants and clear glass vases.

Joy is pictured beside a Horoscope bouquet, these star sign designs are being actively promoted each month at the Flower Centre. Joy is a Libran, sign of a diplomat, easy going, charming and pleasant. That's Joy, not forgetting also she's a really fabulous florist.



RECIPE FOR: Consistent Quality Flowers and Less Flower Waste

To assist you with the importance of flower care, here are some guidelines which may be of help when using OASIS® Post-Harvest FLORALIFE® Flower Food:

RECIPE: Consistent Quality Flowers and Less Flower Waste.

INGREDIENTS: Fresh Flowers, Water, Flower Food, Cleaner/Sanitizer, Measuring Cup, Floral Knives and Cutting Tools

RECIPE INSTRUCTIONS:

1. Source the best and freshest flowers possible. Know your varieties and which ones perform well.
2. Immediately inspect the flowers upon receipt for any damage. Look for petal bruising, bent neck, botrytis, and other damaging effects. Report any problems right away to your supplier.
3. If the flowers arrive in a dry pack (in no water or flower solution), re-cut the stems. Whether the stems are re-cut in air or clean water, this step is critical to allow the flowers to be able to drink once placed in solution. Cutting the stems helps unclog the ends, which may have healed over and become contaminated with bacteria. Cutting aids in opening and clearing up the vessels so the flower can drink. Make sure you use clean cutting tools when you start in order to reduce the amount of bacteria which could be transferred from one flower to another.
4. Remove any foliage from the lower portion of the stems that will be below the solution level when placed in a vase or container. This eliminates leaves from turning soft and creating a bacterial environment in the flower buckets.
5. Nourish your flowers with a fresh flower food solution, such as OASIS® Post-Harvest FLORALIFE® 200 Clear Vase Solution. It is extremely important to follow the label recommendation making sure the correct amount of water is measured and used with the flower food. Proper dosage is critical to maximizing flower vase life and customer satisfaction.
6. Keep a sanitized environment in the floral shop. Clean buckets, tools, and work areas to maximize the life of each flower.
7. Refrigerate most flowers at a temperature of 1° - 3° celsius and a relative humidity of 75 - 85 percent. Most tropical flowers should be stored at 13° - 16° celsius. Proper storage temperature is vital to longer flower life.
8. Throw away dead and decayed flowers to prevent further damage.
9. Add a 10g sachet of OASIS® FLORALIFE® Flower Food with every design or bouquet leaving your floral shop for greatest flower freshness and repeat sales.



events

November 16, 2008
The Society of Floristry Presents –
'Cirque de Fleurs'
East Midlands Conference Centre
Nottingham
www.societyoffloristry.org

January 18–21, 2009
Interiors Birmingham
The NEC
Birmingham
www.interiorsbirmingham.com

January 29 - February 01, 2009
IPM Essen
www.ipm-messe.de

February 1-5, 2009
Spring Fair
The NEC
Birmingham
www.springfair.com

Take a letter

Take a letter, any letter and it can be produced easily into a name with the new improved OASIS® NAYLORBASE® Quick Clip Letters.

Choosing a name tribute is a very personal way of showing sentiments with flowers, and it is a popular choice of tribute in the UK. Letter tributes need to be easy to read, with bold capital letters that have impact.

The new OASIS® NAYLORBASE® Quick Clip Letters includes a quick clip attaching mechanism; this means quicker assembly times and improved security. The new clip system comes already attached to the letter and simply pushes onto the letter bar, this means the letter is always aligned correctly. The design of the letters has also changed to create a better shape when flowered.

When attaching the letters to the bar always leave at least two inches between each letter for visual clarity. Make a distinctive border by gluing the textured Abacca Ribbon around the edge of the letters, this will be a cost effective method as fewer flowers are needed. Then add groups of flowers and accessories to give a modern look to a traditional tribute.

tips...

If soft stems are difficult to insert into OASIS® Floral Foam, bind the end of the stem with Stemtex tape, then add a 10mm pin to the taped stem and bind pin and stem together. This will reinforce the stem for easy insertion into the floral foam.



OASIS® NAYLORBASE® Quick Clip Letters



Placuna Shells



Abaca Rolls



Pepe Cones



6mm Round Headed Pearl Pins



10mm Round Headed Pearl Pins



FLOWERS

Germini 'flolili'
Carthamus
Spray Chrysanthemum 'Feeling Green'
Galax leaves
Hypericum 'Excellent Flair'

SUNDRIES

OASIS® NAYLORBASE® Quick Clip Letters
Apple Green Abacca Ribbon
6mm Apple Green Round Headed Pearl Pins
10mm Apple Green Round Headed Pearl Pins
Apple Green Pepe cones
3 Letter Bar Set
Apple Green Placuna Shells

Fruits of the Fall

This Autumn hand tied gift bouquet will definitely steal the show. The new OASIS® Floral Products Porto Bags with Rope Handles in matt gold and matt silver will receive rave reviews from florists and customers alike.

Take a sneak preview here at the latest accessory with bags of style from OASIS® Floral Products, together with the innovative Organza Sleeves in ivory, red or black which have show stopper appeal.

Hypericum berries, Carthamus and Celosia intermingled with hot orange Cherry Brandy Roses and Dahlias, add to this lime green Anastasia Chrysanthemums for a glowing autumn fashion statement.

A hand tied design with all the drama of rich Autumn colours plus a bordering frill of black Organza will make this hand tied bouquet the most wanted in the shop. Rosy apples,

For longer life whilst transporting this hand tied gift, wrap the stems in Biodegradable Clear Film from OASIS® Floral Products, then add a solution of OASIS® FLORALIFE® Flower Food and water.

FLOWERS

Rose 'Cherry Brandy'
Dahlia 'Sylvia'
Carthamus
Hypericum 'Excellent Flair'
Celosia 'Bombay Fidor'
Chrysanthemum Bloom 'Anastasia'
Aralia Leaves
Oak Leaves
Apples

SUNDRIES

Matt Gold Porto Bag with Rope Handles
Biodegradable Clear Film Roll
OASIS® FLORALIFE® flower food
Black Organza Sleeve



Porto Bags



Organza Sleeves



FLORALIFE® Sachets



Biodegradable Clear Film Roll



Urban Christmas

Thank goodness we are all individuals, with styles and attitudes that differ. It's much more exciting to design differently for every customer than churn out production line, standard arrangements every time.

At Christmas not everyone wants the glitter and evergreen Santa look, for people with ultra modern homes this look is alien. Confident, minimal chic makes a strong fashion statement and for urban living it is the perfect style.

The new Rampside Bowl in red is a great choice to hold OASIS® Ideal Floral Foam with a surrounding guard of honour made from Giunco Sticks in red and black. Black Mitsumata, red Anigozanthos and Grand Prix Roses fit snugly into the central floral foam with black Skeleton Bayan Leaves and black Prisma Ice covering the inside of the dish.

Minimal Christmas comes in the form of red Pearls on a Reel wound around the Giunco Sticks. A fabulous Christmas look for modern living.

FLOWERS AND FOLIAGE
Roses 'Grand Prix'
Anigozanthos 'Red Velvet'

SUNDRIES
Red Rampside Bowl
Black Giunco Sticks
Red Giunco Sticks
Black Mitsumata
Black Prisma Ice
Red Pearls on a Reel
OASIS® Ideal Floral Foam
Black Skeleton Bayan Leaves



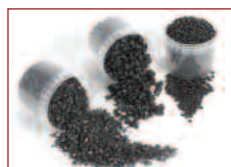
Mitsumata



Skeleton Bayan Leaves



Giunco Sticks



Prisma Ice



Pearls on Reels



Rampside Bowls



OASIS® Ideal Floral Foam Brick

Reflection

The dining room at Lumley Castle is elegant and traditional, a fabulous setting for candlelit table arrangements.

The new OASIS® Floral Products lime green Mirror Cube with matching Square Mirror Plate glimmers and reflects the flowers and foliage in the candlelight. Using rich ruby red colourings together with traditional evergreens and berries the arrangement made in OASIS® Floral Foam will last well into the New Year. Don't forget to soak the floral foam in OASIS® FLORALIFE® Flower Food to achieve the best results.

tips...

Candles when lit can be a fire hazard. Always sell with a disclaimer.

SUNDRIES

Large Lime Green 10cm Mirror Cube
Church Candle
5cm Candle Holder
OASIS® Ideal Floral Foam
Red Bullion Wire
Red Bullion Hair
6mm Lime Green Round Headed Pearl Pins
Large Lime Green 35cm Square Mirror Plate

FLOWERS AND FOLIAGE

Roses 'Grand Prix'
Germini 'Explosiv'
Hippeastrum 'Red Lion'
Hypericum 'Dolly Parton'
Skimmia 'Rubella'
Selection of Evergreen foliage.



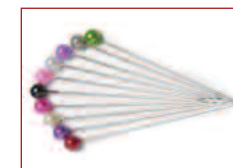
Mirrored Cubes



Pearls on Reels



OASIS® Ideal Floral Foam Brick



6mm Round Headed Pearl Pins



Square Mirrored Plates



Candle Holders



Bullion Hair



Bullion Wire



Candles

Grand Occasion

There are some clients who call a florist at Christmas to decorate their home, hotel or country house and if the rooms are of a stately house proportion, it's no good making a tiny arrangement.

Big, bold arrangements are needed to give impact and drama to large spaces. This arrangement sits on a sideboard at the top of a sweeping staircase at Lumley Castle and makes a warm seasonal statement. Hotels are notorious for their hot environment so long lasting flowers are needed together with a large expanse of floral foam to keep the arrangement looking good for the optimum time. The Casket Trays from OASIS® Floral Products are now available in three sizes and are perfect for large arrangements such as the one shown. Cutting most of the flower stems short will also increase longevity providing a grand design to last throughout the festive season.

SUNDRIES

Large OASIS® Casket Tray
Assorted Church Candles
Bleached White Mitusmata
Assorted Candle Holders
10mm Red Round
Headed Pearl Pins
Placuna Shells
Gold OASIS® Spray Colour
Red Organza Fabric
Pine Cones

FLOWERS AND FOLIAGE

Anthurium 'Tropical'
Anigozanthus 'Red Velvet'
Cymbidium Orchids 'Bonny'
Roses 'Grand Prix'
Chrysanthemum 'Shamrock'
Eringium 'Super Nova'
'Cocculus'
Hydrangea 'Green Shadow'
Skimmia
Fatsia Leaves
Philodendron Xanadu
Aspidistra Leaves
Hippeastrum 'Red Lion'
Cotinus



Candle Holders



OASIS® Casket Tray



Organza Fabric



Placuna Shells



Candles



10mm Round Headed Pearl Pins



Mitusmata



Pine Cones



OASIS® Spray Colour

Fresh welcome

Everyone sells Christmas door decorations these days, from the multiple retailers and supermarkets to market stalls. Most will be artificial or mass produced and they will be, in all probability, cheaper than a florist can sell for.

There is however, a niche market for door decorations that are design led and individual. Most customers want their door wreath to be the envy of their neighbours, not a carbon copy of everyone's in the street, and what about corporate customers? They will want something large and sumptuous to greet clients over the festive period.

OASIS® Ambassador Helen Jamieson has designed this fabulous door decoration on an square OASIS® Table Deco Quadro, and then used the base at an angle to give a distinctive and unusual shape. Firmly tied with Jade Crushed Organza, traditional evergreens make a background foil for Snowberry, white Anthuriums, white Marousia Roses and green Cymbidiums. Then the decoration is accentuated with lime green lotus seed pods, finished with a spattering of luxurious pearls and white pins and dusted with pearl glitter.

Door decorations don't come more welcoming than this.

tips...

Secure the large beads in place by pushing a small white pin through them and then inserting the pin firmly into the floral foam.



Flower Glitter and Glue



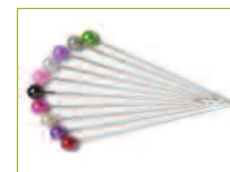
Beads



Crushed Organza



OASIS® Table Deco Quadro



6mm Round Headed Pearl Pins



Bullion Wire



FLOWERS

Anthurium 'Acropolis'
Rose 'Marousia'
Symphoricarpos (Snowberry)
Cymbidium Orchids 'Bonny'
Pine
Gypsophila
Ilex
Lotus Seed Pods

SUNDRIES

OASIS® Table Deco Quadro
Jade Crushed Organza
Pearl Jewel Flower Glitter and Glue
20mm White Beads
6mm Round Headed White Pearl Pins
Turquoise Bullion Wire

Glad Tidings

Here's a clever idea for incorporating candles into an arrangement without the expense of elaborate candle holders.

Take three tea lights plus a roll of Aluminium Wire in red from the OASIS® Floral Products range, twist the Aluminium Wire firmly several times around the tea light. The wire should hold the candle tightly and then leave a long length of wire to push into the OASIS® Ideal Floral Foam. This idea is sheer genius and has so many possibilities.

This versatile arrangement makes a great Christmas gift. Create the look by lining a Round Acrylic Bowl with Cinnamon Sticks using OASIS® Ideal Floral Foam in the centre. Make a textured base with short leftovers from previous designs and choose flowers for their differing look and feel. Add in the three tea lights on wire and shade with two Philodendron Xanadu leaves.

Glad tidings for everyone and profit this Christmas for florists.



Pine Cones



Round Acrylic Bowl



Aluminium Wire



Bullion Hair



Cinnamon Sticks



OASIS® Ideal Floral Foam Brick

FLOWERS

Hippeastrum 'Red Lion'
Chrysanthemum Bloom
'Green Anastasia'
Eringium 'Super Nova'
Roses 'Black Baccara'
Cymbidium Orchids 'Bonny'
Leucodendron Safari Sunset
Hypericum 'Excellent Flair'
Skimmia
Liriope muscari (China Grass)
Philodendron Xanadu

SUNDRIES

Round Clear Acrylic Bowl
Red Bullion Hair
8cm Cinnamon Sticks
Pine Cones
Tea Lights
Red Aluminium Wire
OASIS® Ideal Floral Foam

Fresh Thinking

Innovative design ideas with customer appeal

Knits are big news in the winter fashion industry this year. Always onto the hottest trends OASIS® Ambassador Helen Jamieson has knitted up a storm with her inventive arrangement using towering tentacles of woven yarn as a support for chic Gloriosa and Black Magic Vanda Orchids. Producing 'gotta have it' arrangements, gets the customers talking in Helen's shop, Flower Design, Newcastle upon Tyne.

"Influencing the way people think about flowers, changing their perceptions and encouraging customers to try new designs definitely aids sales", explains Helen. Choosing wools for their texture and colour Helen then weaves them onto OASIS® Floral Products copper floral mesh, which is supported by dogwood to give rigidity. Huge Alliums makes the bold central statement, Amaranthus drapes from a bed of Black Baccara Roses and the sensational Vanda Black Magic and vibrant Gloriosa gives the final flourish to the coolest arrangement spinning out of Helens shop.



Copper Floral Mesh



OASIS® Ideal Floral Foam Brick



Test Tubes

FLOWERS

Vanda Orchids 'Black Magic'
Gloriosa rothschildiana
Rose 'Black Baccara'
Allium 'Purple Sensation'
Amaranthus
Cornus 'Dogwood'

SUNDRIES

OASIS® Ideal Floral Foam
Copper Floral mesh
Bullion Wire in Black,
Red and Lilac
Black Placuna Shells
Test Tubes
OASIS® Ideal Floral Foam Brick



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Wedding Flowers -
Venues



Professional Funeral
Tributes Vol 1



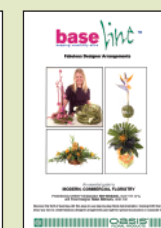
Professional Funeral
Tributes Volume 2



Decorative Wire
with WOW Factor
Vol 1



Decorative Wire
with WOW Factor
Vol 2



Fabulous Designer
Arrangements

EACH DVD OFFERS:
Extensive high quality footage.
Step-by-step How-To features.
Photographs of finished arrangements.
Presented by OASIS® Ambassadors and Designers.
Extra footage ideas and multimedia features.
Detailed list and presentation of all flowers, foliage and
sundries used.

DVDs are available to purchase now by calling
0208 646 9783
and online at www.thirdrockdesign.co.uk or
www.smithersoasis.com

Let's Entertain

OASIS® Ambassador Neil Whittaker shows of his Christmas table arrangement which has an alternative festive twist!

A flower arrangement is an essential part of dressing a table for an entertaining evening with friends or family. There is no better time for florists' to show off their skills and knowledge than at Christmas, particularly when table arrangements are a number one seller.

The rules are simple, always find out how many people are sitting around the table, what colour and style the table settings are, and the decor of the room. This will determine the sort of design you make. Don't forget to keep the flowers and foliage low so that the conversation around the table will not be inhibited.

Neil's table design is in complete harmony with the modern table and place settings. The narrow width of the OASIS® Table Deco Maxi means it will fit in the centre of the table perfectly.

Candles and red Mitsumata stand tall above a bed of Grand Prix Roses, Hypericum, Anthurium and Christmas foliage. Gold Aluminium Wire and gold Metallic Fabric weaves through the design picking up the stamen colour of the Anthuriums. Great flowers, a perfect setting for fine dining, let's hope the food lives up to it!

FLOWERS

Ilex
Roses 'Grand Prix'
Hypericum 'Dolly Parton'
Selection of conifer foliage
Anthurium Tropical

SUNDRIES

OASIS® Table Deco Maxi
Gold Aluminium Wire
Church Candles
Gold Metallic Fabric
Bleached White Mitsumata
OASIS® Spray Colour in
Holiday Red



OASIS® Spray Colour



OASIS® Table Deco



Metallic Fabric



Aluminium Wire



Mitsumata



Candles



Top of the trees

A forest of unique fir trees topped with shining stars would make a great Christmas window display.

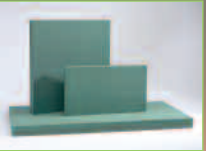
Use OASIS® Designer Sheets to cut out tree shapes in various sizes, and then slice into the floral foam making neat round holes to hang baubles in. Bind the Cupressus over the tree shape with silver Bullion Wire, and cover the inside of the circular cavities with Poly Ribbon in silver. Decorate the edge of the holes with silver braid and pop a bauble in each one. Finish off the tree with a shining star. Your customers will think you are top of the tree with these clever designs.



Bullion Wire



Poly Ribbon



OASIS® FOAM FRAMES®
Designer Sheets

FLOWERS
Cupressus

SUNDRIES

OASIS® FOAM FRAMES®
Designer Sheets
Silver Poly Ribbon
Silver Bullion Wire
Silver Wire Braid
Small Baubles
Decorative Stars



product finder

WILLOW BOWL – DARK STAINED



Article number: 41042
Size: 20 x 10cm
Pack Quantity: 1
Article number: 41043
Size: 50 x 12cm
Pack Quantity: 1
Article number: 41044
Size: 30 x 14cm
Pack Quantity: 1

RUSTIC GRAPEVINE



Article number: 77776
Article number: 77777
Size: 21m approx
Pack Quantity: 1

OASIS® IDEAL FLORAL FOAM BRICK



Article number: 1010
Size: 23 x 11 x 8cm
Pack Quantity: 20 bricks

MAGNOLIA LEAVES



Article number: 7160 Green
Article number: 7161 Red
Size: 5kg
Pack Quantity: 1

GIUNCO STICKS



Article number: 72646 Pinks
Article number: 72647 Greens
Article number: 72648 Oranges
Article number: 72649 Reds
Article number: 72650 Blacks
Size: 10cm x 250g
Pack Quantity: 1

PEARLS ON A REEL



Article number: 62326 Lilac
Article number: 62327 Gold
Article number: 62328 Mint
Article number: 62329 Pink
Article number: 62324 White
Article number: 62325 Ivory
Article number: 62320 Silver
Article number: 62321 Apple Green
Article number: 62322 Red

Article number: 62323 Purple
Article number: 62337 Black
Article number: 62338 Strong Pink
Size: 8m
Pack Quantity: 1 piece

MITSUMATA



Article number: 71699 Black
Article number: 71698 Bleached White
Size: 1m
Pack Quantity: 3

SKELETON LEAVES



Article number: 72640 Apple Green
Article number: 72641 Strong Pink
Article number: 72642 Lilac
Article number: 72643 Turquoise
Article number: 72644 Black
Article number: 72645 Bleached White
Size: 100 pieces
Pack Quantity: 1

RAMPside BOWL



Article number: 4408 Clear
Article number: 44080 Apple Green
Article number: 44081 Strong Pink
Article number: 44082 Red
Article number: 44083 Lilac
Size: 19 x 5cm
Pack Quantity: 1

LARGE WREATH RING ON STAND

Article Number: 79119
Size: 62cm
Pack Quantity: 1

ROUND HEADED PEARL PINS

Available in the following colours:

White
Red
Lilac
Gold
Royal Blue
Black
Strong Pink
Apple Green
Lavender
Ivory
Silver
Pale Pink

Available in the following sizes:
3.5mm head, 4cm pin
6mm head, 6.5cm pin
10mm head, 6cm pin

BULLION HAIR



Article number: 94675 Gold
Article number: 94676 Silver
Article number: 94677 Strong Pink
Article number: 94678 Red
Article number: 94679 Apple Green
Article number: 94680 Black
Size: 100g
Pack Quantity: 1

OASIS® LARGE SWINGING HEART

Article Number: 8213
Size: 87 x 43cm
Pack Quantity: 1

BULLION WIRE



Article number: 7773 Gold
Article number: 7786 Silver
Article number: 7788 Copper
Article number: 7796 Lime Green
Article number: 7797 Lilac
Article number: 7798 Pink
Article number: 77710 Blue
Article number: 77711 Black
Article number: 77712 Lemon
Article number: 77713 Dark Green
Article number: 77714 Lavender
Article number: 77715 Orange
Article number: 77716 Red
Article number: 77717 Turquoise
Article number: 77718 Ice Blue
Article number: 77719 Mint
Article number: 77728 Rose
Article number: 77509 Soft Lilac
Article number: 77510 Chocolate
Article number: 77708 Raspberry
Article number: 77709 Snow White
Size: 25g Pack Quantity: 1

PORTO BAGS WITH ROPE HANDLES



Article number: 60330 Matt Black
Article number: 60331 Matt Strong Pink
Article number: 60332 Matt Lime Green
Article number: 60333 Matt Gold
Article number: 60334 Matt Silver
Size: 20 x 18 x 20cm
Pack Quantity: 10

ORGANZA SLEEVES

Article number: 72030 Black
Article number: 72031 Red
Article number: 72032 Ivory
Size 68 x 40cm
Pack Quantity: 10

MIRROR CUBES



Article number: 41010 Clear
Article number: 41011 Red
Article number: 41012 Apple Green
Article number: 41013 Strong Pink
Article number: 41014 Lilac
Size: 10 x 10 x 10cm
Pack Quantity: 1
Article number: 41015 Clear
Article number: 41016 Red
Article number: 41017 Apple Green
Article number: 41018 Strong Pink
Article number: 41019 Lilac

Size: 14 x 14 x 14cm
Pack Quantity: 1

PLACUNA SHELLS

Article number: 72600 Natural White
Article number: 72601 Apple Green
Article number: 72602 Strong Pink
Article number: 72603 Lilac
Article number: 72604 Turquoise
Article number: 72605 Black
Size: 100g
Pack Quantity: 1



PEPE CONES



Article number: 72620 Apple Green
Article number: 72621 Strong Pink
Article number: 72622 Lilac
Article number: 72623 Turquoise
Article number: 72624 Black
Article number: 72625 Bleached White
Size: 170g
Pack Quantity: 1

CANDLES

Church Candles in assorted sizes.
Pack Quantity: 1



SQUARE MIRRORED PLATES



Article number: 41020 Clear
Article number: 41021 Red
Article number: 41022 Apple Green
Article number: 41023 Strong Pink
Article number: 41024 Lilac
Size: 25 x 25cm
Pack Quantity: 1
Article number: 41025 Clear
Article number: 41026 Red
Article number: 41027 Apple Green
Article number: 41028 Strong Pink
Article number: 41029 Lilac
Size: 35 x 35cm
Pack Quantity: 1

GREEN CANDLE HOLDERS



Article number: 4039
Size: 3cm (1")
Pack Quantity: 20
Article number: 4064
Size: 5cm (2")
Pack Quantity: 10
Article number: 4065
Size: 8cm (3")
Pack Quantity: 10

ABACCA RIBBON

Article number: 63800 Apple Green
Article number: 63801 Black
Article number: 63802 Burgundy

Article number: 63803 Candy Pink
Article number: 63805 Forest Green
Article number: 63806 Lilac
Article number: 63807 Light Orange
Article number: 63808 Light Pink
Article number: 63809 Red
Article number: 63810 Strong Pink
Article number: 63811 Yellow
Article number: 63812 Gold
Article number: 63813 Silver
Article number: 63814 Copper
Size: 6cm x 10m
Pack Quantity: 1



CLEAR CANDLE HOLDERS

Article Number: 4053
Size: 3cm (1")
Pack Quantity: 25



OASIS® NAYLORBASE® QUICK CLIP LETTERS



Article number: 8171 Letter A
Article number: 8172 Letter B
Article number: 8173 Letter C
Article number: 8174 Letter D
Article number: 8175 Letter E
Article number: 8176 Letter F
Article number: 8177 Letter G
Article number: 8178 Letter H
Article number: 8179 Letter I
Article number: 8180 Letter J
Article number: 8181 Letter K
Article number: 8182 Letter L
Article number: 8183 Letter M
Article number: 8184 Letter N
Article number: 8185 Letter O
Article number: 8186 Letter P
Article number: 8187 Letter Q
Article number: 8188 Letter R
Article number: 8189 Letter S
Article number: 8190 Letter T
Article number: 8191 Letter U
Article number: 8192 Letter V
Article number: 8193 Letter W
Article number: 8194 Letter X
Article number: 8195 Letter Y
Article number: 8196 Letter Z
Size: 29cm (11") Pack Quantity: 1

LETTER BARS



Letter Bars in assorted sizes to fit 2-7 letters.
Pack Quantity: 1

OASIS® TABLE DECO



Article number: 4042 Mini
Size: 13 x 9 x 5cm
Pack Quantity: 8
Article number: 4043 Medi
Size: 25 x 9 x 5cm
Pack Quantity: 4
Article number: 4049 Maxi
Size: 48 x 9 x 5cm
Pack Quantity: 4

COPPER FLORAL MESH



Article number: 94920
Size: 35cm x 5m (25mm mesh)
Pack Quantity: 1

GLASS TEST TUBES

Article number: 7775
Size: 2 x 13cm
Pack Quantity: 5

ORGANZA FABRIC



Article number: 7290 Burgundy
Article number: 7291 Copper
Article number: 7292 Cream
Article number: 7293 Gold
Article number: 7294 Green
Article number: 7295 Pink
Article number: 7296 Purple
Article number: 7297 Red
Article number: 7298 Silver
Article number: 7299 Strong Pink
Article number: 7219 Off White
Article number: 7221 Orange
Article number: 7224 Apple Green
Article number: 7272 Black
Article number: 7282 Turquoise
Article number: 7288 Lemon
Article number: 7289 Lilac
Article number: 7222 Golden Yellow
Article number: 7278 Pure White
Article number: 7279 Coffee Brown
Article number: 72904 Tangerine
Article number: 72905 Royal
Article number: 72906 Violet
Article number: 72907 Cyclamen
Size: 40cm x 9m (approx)
Pack Quantity: 1

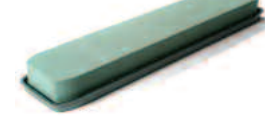
OASIS® SPRAY COLOUR



Article number: 5300 Flat White
Article number: 5302 Holiday Red
Article number: 5304 Perfect Pink
Article number: 5308 October Brown
Article number: 5309 Moss Green
Article number: 5312 Orange
Article number: 5314 Deep Blue
Article number: 5315 Ivory
Article number: 5316 Flat Black
Article number: 5323 Holiday Green
Article number: 5332 Violet
Article number: 5334 Cranberry
Article number: 5339 Burgundy
Article number: 5343 Copper
Article number: 5344 Super Silver
Article number: 5345 Brilliant Gold
Article number: 5346 Antique Gold
Article number: 5348 Hunter Green
Article number: 5351 Terracotta
Article number: 5354 Jadeite
Article number: 5355 24k Pure Gold
Article number: 5356 Silver Medal
Article number: 5357 Basil
Article number: 5358 Carnation Red
Article number: 5363 Hyacinth
Article number: 5364 Cherry Brandy
Article number: 5365 Blue Sky
Article number: 5366 Blueberry
Article number: 5368 Raspberry
Article number: 5369 Almond

Article number: 5370 Grey Flannel
Article number: 5371 Aspen Yellow
Article number: 5372 French Blue
Article number: 5373 Purple
Article number: 5374 Prairie Green
Article number: 5375 Glossy Black
Article number: 5376 Dark Chocolate
Size: 400ml
Pack Quantity: 1

CASKET TRAY



Article number: 3072
Size: 45 x 21 x 8cm
Article number: 3073
Size: 60 x 21 x 8cm
Article number: 3062
Size: 90 x 21 x 8cm
Pack Quantity: 1

PINE CONES



Assorted sizes available

OASIS® FOAM FRAMES® DESIGNER SHEETS



Article number: 8255
Size: 61 x 31cm
Pack Quantity: 2
Article number: 8256
Size: 61 x 61cm
Pack Quantity: 2
Article number: 8258
Size: 61 x 91cm
Pack Quantity: 2
Article number: 8257
Size: 61 x 122cm
Pack Quantity: 2

OASIS® TABLE DECO QUADRO



Article number: 4041
Size: 27 x 27 x 5cm
Pack Quantity: 2

CRUSHED ORGANZA



Article number: 72040 Plum
Article number: 72041 Black
Article number: 72042 Rhubarb
Article number: 72043 Petrol
Article number: 72044 Jade
Article number: 42045 Russett
Article number: 42046 Crimson
Size: 40cm x 5m (approx)
Pack Quantity: 1

FLOWER GLITTER AND GLUE

Article number: 63101 Black Black
Article number: 63102 Regal Red
Article number: 63103 Rose Pink
Article number: 63104 Chrome Silver
Article number: 63105 Pearl Jewel
Article number: 63106 Brilliant Gold
Article number: 63100 Flower Glue
Size: 150ml
Pack Quantity: 1



BEADS

Available in the following colours:

White
Ivory
Gold
Lilac
Mint
Pink

Available in the following sizes:

4mm
6mm
8mm
10mm
14mm
20mm

CINNAMON STICKS



Article number: 7170
Size: 8cm
Article number: 7171
Size: 20cm
Article number: 7172
Size: 30cm
Pack Quantity: 1kg

ROUND ACRYLIC BOWL



Article number: 4140 Clear
Size: 15 x 6cm
Article number: 4141 Clear
Size: 25 x 6cm
Pack Quantity: 1

ALUMINIUM WIRE



Article number: 9462 Silver
Article number: 94621 Gold
Article number: 94622 Copper
Article number: 94623 Lilac
Article number: 94624 Strong Pink
Article number: 94625 Apple Green
Article number: 94626 Red
Article number: 94627 Black
Article number: 94628 Royal Blue
Article number: 94629 Lavender
Article number: 94630 Turquoise
Article number: 94645 Lemon Yellow
Article number: 94646 Saffron Orange
Article number: 94615 Ice Blue
Article number: 94616 Mint
Article number: 94617 Rose
Article number: 94618 Soft Lilac
Article number: 77511 Chocolate
Article number: 77512 Dark Green
Article number: 94611 Raspberry
Size: 2mm x 100g Pack Quantity: 1

WHAT WOULD YOUR CUSTOMER PREFER?



ONLY WATER



WATER +



Think about it !

Floralife®
100 Clear Hydrating Solution



Art. 10002 = 25l

Floralife®
200 Clear Storage Solution



Art. 10003 = 5l.
Art. 10004 = 10l. | Art. 10005 = 25l.

Floralife®
eZ Dose™



Art. 10394

Floralife®
Cut Flower Food



Art. 10363, 10001,
10275 & 10140

Floralife®
Clear Vase Solution



Art. 10008 = 2kg
Art. 10009 = 5kg

Floralife®
Leafshine



Art. 10195 = 250 ml.
Art. 10013 = 750 ml.

Floralife®
Dosing units



Art. 10021
Art. 10019 & 10020



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