

# IDEA

Ideas, Information and Inspiration

September 2011 | Volume 10 | Issue 2

**oasis**<sup>®</sup>  
FLORAL PRODUCTS

everyday.

arrangements for any occasion.



get well.



congratulations.



birthday.

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Everyday occasions keep your shop buzzing all year, and customers look to you for different, fresh ideas to make someone's day. This IDEA Magazine shows designs that will set your shop apart from the rest with tips and tricks that are affordable and easy-to-do.

Keep this book handy for your employees to brainstorm ideas, or use it as a look book for customers. Whether it's a traditional anniversary bouquet or a fun congratulatory surprise, IDEA Magazine has the inspiration you need.

## About the Smithers-Oasis Design Directors

The arrangements and ideas seen in IDEA Magazine, IDEA Mail, IDEA Channel and at [www.oasisfloral.com](http://www.oasisfloral.com) come from the Design Director team - renowned floral designers from across North America. Visit us online to see additional design ideas and sign up to receive our monthly IDEA Mail eNewsletter.

Special thanks to:



# everyday.

This is our first IDEA Magazine with an everyday focus. We are excited to introduce new products and tools to support your shop all through the year!

As always, all our foam and foam products are made with **OASIS® Floral Foam Maxlife**, ensuring your flowers stay fresher longer than any other shop in town.



birthday.



love.  
anniversary.



thank you.  
congrats.



new baby.



get well.



good. better. best.



new products.

Visit [www.oasisfloral.com/everyday](http://www.oasisfloral.com/everyday) for more tools and resources!



'Like' us on facebook to be among the first to hear about new products, see daily design ideas and interact with florists.



Watch our Design Directors on IDEA Channel talk about everyday design trends, how to use our new products and ideas on how to upgrade and upsell your arrangements.



Follow us on Twitter at @oasisfloral for daily ideas and information.



Visit [www.oasisfloral.com/everyday](http://www.oasisfloral.com/everyday) to download high-res images to use for your own marketing materials and print recipe cards to recreate designs.



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# birthday.



1.)



2.)



OASIS™  
Diamond Wire

3.)



4.)



5.)



OASIS®  
Table Deco  
Holders

- 1.) Put a spin on a cardholder using new OASIS™ Diamond Wire swirls. They add sparkle to a simple OASIS™ Bud Vase.
- 2.) OASIS™ Midollino Sticks are colorful and enhance any design. Arch and anchor them in OASIS® Floral Foam Maxlife to frame flowers.
- 3.) Disguise foam in a vase to keep flowers fresh by wrapping leaves around it.
- 4.) Simple upgrades make all the difference. Wrap OASIS™ Diamond Wire around an OASIS™ Hurricane Vase to add shimmer.
- 5.) Sunflowers stay fresh in an OASIS® Table Deco Holder. Wrap OASIS™ Bullion Wire around stems for a unique design element.

# love. anniversary.



1.)



2.)



- 1.) Set love on fire with the new Red ESSENTIALS® Container and red gerberas. OASIS™ Bullion Wire and LOMEY™ Diamante Pins decorate a moss heart.
- 2.) Green anthurium highlight the new OASIS™ Footed Flare Vase shape.
- 3.) Celebrate a silver anniversary with a candle surrounded in flowers. Silver OASIS™ MEGA Beaded Wire adds an elegant touch to white roses and daisies.



OASIS®  
Design Ring

3.)



4.)



OASIS™  
Midollino Sticks



Learn how to make this arrangement  
on [www.oasisfloral.com/IDEAChannel](http://www.oasisfloral.com/IDEAChannel).

5.)



- 4.) Soak OASIS™ Midollino Sticks in water for a minute to make them flexible enough to braid. Choose complementary colors to add dimension.
- 5.) White OASIS™ MEGA Beaded Wire dresses up a black and white design.



thank you.  
congrats.



1.)

2.)



OASIS™  
Flat Wire



3.)



5.)

- 1.) OASIS™ Flat Wire springs wrap around gerbera stems and pop out as a congratulatory surprise.
- 2.) OASIS™ Diamond Wire circles adorn this bright arrangement. Learn how to work with this amazing new wire at [www.oasisfloral.com/IDEAChannel](http://www.oasisfloral.com/IDEAChannel).
- 3.) Help say a formal “thank you” with lilies, eucalyptus and carnations in an OASIS® Table Deco Holder.
- 4.) The new LOMEY™ Retro Flower Pins add a playful element to this arrangement.
- 5.) Use multiple OASIS™ Midollino Stick colors to decorate both the inside and outside of an OASIS™ Hurricane Vase.



4.)



LOMEY™  
Retro Flower Pins

new baby.



1.)

Yellow  
ESSENTIALS®  
Container



2.)



3.)



4.)

- 1.) Celebrate a new baby with OASIS™ Beaded Wire whimsically wrapped around moss-covered foam. Tie it around grass to create a cute sprout.
- 2.) Tie a group of OASIS™ Midollino Sticks together with OASIS™ Aluminum Wire and stand them tall in a vase to add style and height without much added cost.
- 3.) Wrap OASIS™ Midollino Sticks around a narrow design to add depth and interest.
- 4.) Congratulate new parents of twins with double OASIS™ Cylinder Bud Vases secured in an OASIS® Table Deco Holder.
- 5.) Whimsical bubbles made of OASIS™ Diamond Wire help add design and height.



5.)



OASIS®  
Table Deco  
Holders

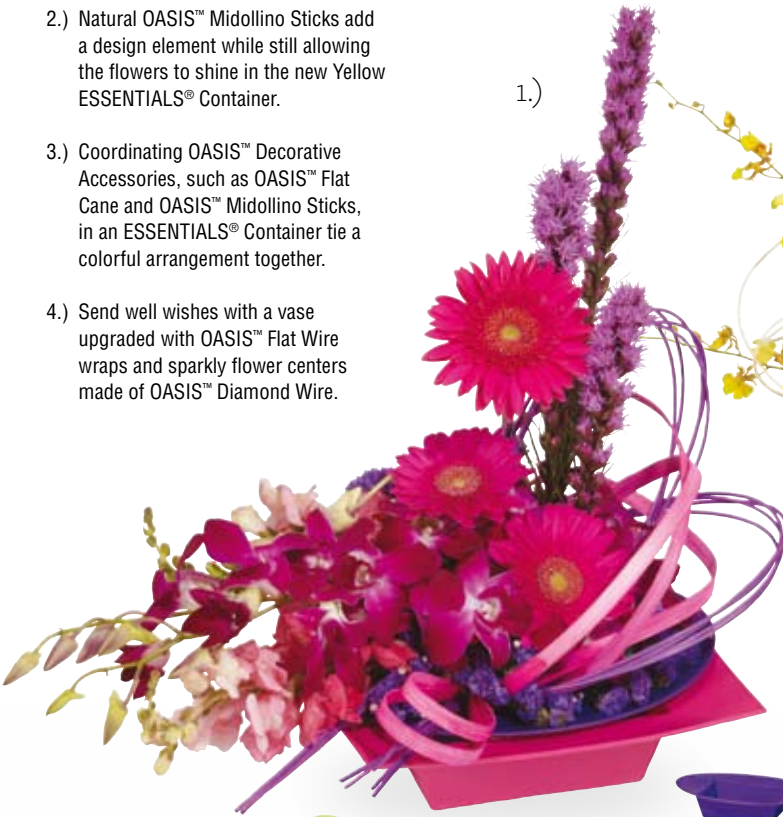


get well.

- 1.) Layer an Oval ESSENTIALS® Container inside a square one for extra color. OASIS™ Flat Cane and OASIS™ Midollino Sticks add dimension and texture.
- 2.) Natural OASIS™ Midollino Sticks add a design element while still allowing the flowers to shine in the new Yellow ESSENTIALS® Container.
- 3.) Coordinating OASIS™ Decorative Accessories, such as OASIS™ Flat Cane and OASIS™ Midollino Sticks, in an ESSENTIALS® Container tie a colorful arrangement together.
- 4.) Send well wishes with a vase upgraded with OASIS™ Flat Wire wraps and sparkly flower centers made of OASIS™ Diamond Wire.

2.)

1.)



Purple ESSENTIALS® Container

4.)



OASIS™ Diamond Wire



3.)



OASIS™ Flat Cane

# good. better. best.

Being a good sales person is just as important as being a good designer! One way to increase your profitability is through the good, better, best system. Offer your customers three levels of a popular design. Chances are, once they see the “better” and “best” versions, they won’t settle for just “good!”



Set in a Tangerine ESSENTIALS® Container, this orchid design makes a beautiful “thank you.”



Give the arrangement depth and interest by simply adding additional inexpensive OASIS™ Midollino Sticks.



Add glamour and another upgrade to the price with a dozen LOMEY™ Retro Flower Pins.



These flowers in the OASIS™ Hurricane Vase have a traditional look for a birthday or congratulatory surprise.



Give the vase pop and increase its retail price with knotted OASIS™ Midollino Sticks.



Add OASIS™ Midollino Sticks and matching OASIS™ Beaded Wire to tie the design together and complete the look.



# new products.



LOMEY™  
Retro Flower Pins



OASIS™  
Diamond Wire



Apple Green  
ESSENTIALS®  
Container



1.)



2.)



3.)



4.)

1.) LOMEY™ Retro Flower Pins  
add fun touches of color.

2.) OASIS™ Diamond Wire adds  
sparkle to any arrangement.

3.) Create shapes with OASIS™  
Flat Cane anchored in foam.

4.) Glue OASIS™ Midollino Sticks  
around an OASIS™ Bud Vase  
for a different design.

5.) Wrap OASIS™ MEGA Beaded  
Wire around an OASIS® Table  
Deco Holder to dress up  
a container.



OASIS™  
Flat Cane



OASIS™  
Midollino  
Sticks



OASIS™  
MEGA  
Beaded Wire

5.)



# Grow Your ‘Everyday’ Sales with

As your partner, we want to help any way we can. That includes providing tools to help your business grow. This year, we are introducing a new sales tool – The Everyday Tool Kit.

Designed especially for your business, the kit includes marketing tools to boost your everyday sales. Included are: four seasonal posters, a customizable counter blotter, four seasonal inserts to make the counter blotter “new” every quarter, sales tips, and downloadable postcards. **All for only \$15** (see order form on next page). **Here is what’s inside:**

## Seasonal Posters

Change the look of your shop every season with our four seasonal posters - Love/Anniversary, Birthday, Thinking of You and Holiday. The posters (11.5" x 36") are designed to inspire customers. Insert a matching flier into your new counter blotter and you have a fully coordinated, in-store campaign!



## Counter Blotter

Carry the theme of your poster directly to the counter where you interact with your customers personally. The blotter is 22" x 15" and comes with four 8.5" x 11" interchangeable fliers - Love/Anniversary, Birthday, Thinking of You and Holiday. The designs promote high-value arrangements to improve your profitability.

Plastic overlay so you can change graphics frequently.



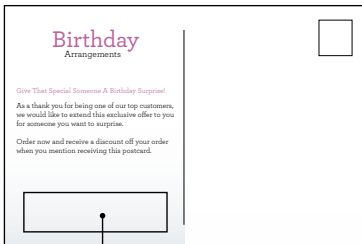
## Everyday Tips

Learn from our experts - we'll provide an entire sheet of tips for improving everyday business sales from our Smithers-Oasis Design Directors and marketing partners.

# the new Smithers-Oasis **Tool Kit.**

## Download Fully Designed Postcards... Today!

Ever wish you could send reminder cards to all your loyal customers? Now you can – easily and inexpensively. Through our tool kit, we'll provide fully designed postcards for three different everyday occasions: Love/Anniversary, Birthday and Thinking of You. We even designed a “back” for the card. All you need to do is provide the design and your logo to the quick print shop, and you are ready to label and send.



## Think Ahead to Holiday Postcards.

It's not too early to start thinking about the holidays! We've even designed a postcard to get you started.

**YOUR LOGO HERE**

## Order your Smithers-Oasis Everyday Tool Kit today for only \$15! Plus, receive a free pack of the new LOMEY™ Retro Flower Pins!

Name: \_\_\_\_\_  
If paying by credit card, please print name exactly as it appears on your card.

Shop Name: \_\_\_\_\_

Shop Address: \_\_\_\_\_  
Kit will ship via FedEx Ground delivery service. Delivery cannot be delivered to a P.O. Box.

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Circle One:    MC    VISA    AMEX

Don't miss this exclusive offer! Plus, you'll receive a FREE subscription to IDEA Mail! Mail this completed card along with a check or money order made payable to Smithers-Oasis in the amount of \$15 (U.S.) or your credit card information. Mail your method of payment and this completed card to: Smithers-Oasis, P.O. Box 790, Kent, OH 44240. Allow 6-8 weeks for delivery. Products of equal value and/or colors may be substituted based on availability. Offer only available to retail florists in the U.S. and Canada. Limit one kit per store. While supplies last.



# new products and more!

Download images at [www.oasisfloral.com/everyday](http://www.oasisfloral.com/everyday). We will update with email templates, additional images, design ideas, business tips and more. Subscribe to receive monthly IDEA Mail in the "Florist Community" section.



**OASIS™ Midollino Sticks** are malleable thin, rattan strips that add height and style to any arrangement without a lot of cost. Available in 8 different colors.

Natural

Black

Apple Green

Strong Pink

Red

Purple

Turquoise

Pink



**OASIS™ Diamond Wire** adds sparkle and shimmer to any arrangement. The same 12-gauge as Aluminum Wire, Diamond Wire has a different feel, but is malleable to make into different shapes and designs. Available in 13 colors.

**Four new ESSENTIALS® Container colors** are added to the line. Purple will replace Grape, Apple Green will replace Limeade, and Yellow and Red containers are new. Available in both oval and square bowl shapes.

**OASIS™ Bind-IT™ Tape** is a self-fusing floral binding tape for stems and structures with a water-tight seal that can withstand 500°F to -85°F.



**OASIS™ Flat Cane** is a flat, rattan strip that adds a natural look and feel to designs. Available in 8 different colors.

**OASIS™ MEGA Beaded Wire** has large beads strung on a delicate wire. Colors pair perfectly with other decorative accessories and regular Beaded Wire. Available in 11 colors.

**LOMEY™ Retro Flower Pins** add sparkle to flower centers and a retro flair to arrangements.



[www.oasisfloral.com](http://www.oasisfloral.com)