

Hawaiian Floral Mist

Keeps Your Flowers Fresher For Longer!



introduce a new Earthcare range product to you ...
and your customers

Hawaiian Floral Mist

A more in depth description of the benefits you will experience with using Hawaiian Floral Mist.

HFM: CUT FLOWERS

Flowers that have been cut from the stem have lost access to the water, minerals, and other nutrients the flower has been obtaining from the soil below. The water, minerals, and nutrients act as the essential and fundamental resources the cells need to create the bio-chemical's required to continue its life. After being cut, the flower now must try to carry on its bio-activity from whatever water and nutrients it has acquired within itself. Without a water source the cells within the flower begin to make use of whatever water is available, but more importantly the exterior (visible) cells are most affected because its moisture is lost to evaporation and this loss is difficult to replenish without a constant supply.

The exterior (visible) cells are the first to be dehydrated by the evaporation and are the first to begin to lose its bio-activity. This loss in bio-activity results in lowered metabolism and these exterior cells, slowly, but visibly begin to deteriorate. These exterior cells normally try to hydrate from within because they have difficulty absorbing water from an outside source.

HFM adds strength to these exterior cells and allows these exterior cells to maintain its normal level of bio-activity resulting in increased metabolism and self hydration from within.

HFM: NURSERY

For nurseries that distribute cut flowers, the cut flowers are deteriorating due to being cut from the stem and having their supply of water and needed nutrients cut off. The cut portion of the stem has drawn some air into its vessels, and this drawn air acts as a cap and actually helps keep water in the stem, preventing evaporation from the stem. The cut flower however is beginning to lose moisture through its exterior cells and is indeed deteriorating during this transportation period from nursery to florist. The cut flower is somewhat surviving with the available water that has been acquired before cutting, but the metabolic activity of the exterior cells are now declining because of the water loss due to evaporation. The cut flowers when leaving the nursery are usually already in this state and remains in this state until it reaches the florist either locally or abroad.

Normally when these cut flowers reach the final destination at the florist, they are re-hydrated by drawing water back through its stem and are "revived" although the deterioration that has occurred during transportation cannot be reversed.

A noticeable difference can be seen in the freshness of cut flowers if HFM is applied as soon as the flower is cut at the nursery. This is because the exterior cells remain in an active state during the transportation period and thus exterior cell deterioration is held at minimal levels resulting in a much fresher looking batch of flowers upon arrival at the florist.

Even though HFM is used before shipping, we strongly recommend wrapping the cut flowers with paper to keep moisture evaporation levels minimal.

HFM: BACTERIA AND TEMPERATURE

HFM absorption by the cells, results in increased bio-activity and increased hydration. However HFM does NOT deter bacterial growth in the holding water inside the vase. This is why it is very important to consistently change the holding water to keep bacterial growth as minimal as possible.

According to our research, because most of purchased cut flowers turnover in about 2-3 days, florists normally only change the holding water once every 2-3 days.

The florist puts the newly purchased cut flowers in fresh clean water only when they are initially received.

As for the cut flowers that have not been sold in 2-3 days, the florist after 3 days will usually re-cut the stem, change the water, and spray HFM once more. This procedure is common amongst florists. It is ESSENTIAL that they keep the water as clean as possible at all times.

Bacteria will clog the stem and makes it more difficult for the flower to draw water. Bacteria are always present everywhere.

These bacteria begin to proliferate because of the environment that is created between the small number of pre-existing bacteria, the cut flower stem, the air, the water temperature and the humidity etc. High temperatures seem to play the most important role to bacterial growth, and high temperature is directly proportional to a higher the rate of bacterial proliferation.

It is possible to lower the proliferation rates by introducing chemical agents into the holding water, but as environmental issues become more significant, there are concerns that the use of these chemical agents may eventually become more regulated. Presently we are trying to steer the florists away from their daily routine of using these chemical agents, but many florists still use these chemical agents to lower bacteria.

These agents have also been known to cause skin irritation problems if used with consistency.

HFM: WATER AND EVAPORATION

Cut flowers draw water into their stem due to negative pressures created inside the stem.

These negative pressures are a result of water being used by the cells for metabolic processes and water being lost through the cells in the areas the cut flower is exposed to the air.

When the cut flower is put into a water source, the amount of water that the cut flower is trying to draw from the stem is thus equal to the water being used for metabolic processes plus water being lost to evaporation.

During transportation, although the cut flower has lost its water source, water is still needed by the cells to support its metabolic processes and to replace water being lost to evaporation. The exterior cells having lost its water source and losing more water to evaporation, cannot create enough negative pressure to draw enough water to it self, thus deterioration sets in from the exterior cells.

For the exterior cells (the visible ones) evaporation plays a more significant role in the visible deterioration process, than the loss of the cut flowers water source. Evaporation is even more significant because even if the cut flower is given a new water source, water loss due to evaporation cannot be controlled and continues for the exterior visible cells.

Adding liquid preservative to the vase water increases water absorption, therefore water evaporation from leaf and petals increase accordingly. Florists consequently spray leaf and petals with an oil based spray in an effort to lessen water evaporation from the cut flowers that are placed in holding water containing the liquid preservative.

HFM does not create an increased evaporation rate.

HFM assists in re-hydrating these exterior cells by providing nutrients to increase its bio-activity and supports this increase in bio-activity by providing an immediate exterior water source.

This exterior source of water also makes more water available to the underlying cells since the requirements of the exterior cells are pacified.

This increase in the bio-activity of the exterior cells dramatically and directly affects colour vibrancy and fragrance. This is even more pronounced when compared in a dry environment.

HFM: Orchid Growers

Presently orchid growers after cutting the Dendrobium, are putting small tubes filled with water on the stems before packing and shipping them. These water tubes add value to these Dendrobiums' and do indeed help, but are really not as effective as people think they are.

These water tubes serve more to add confidence to the buyer. These tubes are not too effective because the orchids have an inherent ability to acquire moisture from their surroundings, and thus don't really need that much water from the stem to keep the flower hydrated. For orchids it is more important to control its surroundings during transportation, rather than to emphasize the providing of water through the stem.

Orchids therefore benefit highly from HFM because HFM enhances the orchids ability to acquire moisture from its surroundings. If the orchid grower cuts the orchid uses a water tube and sprays with HFM before shipping, a noticeable difference in increased length of freshness would be seen.

For potted orchids it is important that all buds bloom.

HFM when sprayed on the orchid will be absorbed from all parts of the plant. HFM promotes and accelerates cell activity of the entire plant; all of the buds will bloom to its fullest. One weekly application will promote all buds to bloom.

HFM: Pot Plants

In the case of green plants, the value is in the beauty of the leaves. Green plants that have been indoors for a period of time have a tendency to loose its sheen and shine. Florists use a wax spray in an effort to restore the sheen and shine on these leaves.

When HFM is used on a weekly basis, colour, natural sheen, and shine is dramatically improved.

In potted plants and potted flowers, nurseries place liquid 'food' in the soil of these potted plants and flowers. This liquid food acts as a metabolic activator and increases the liveliness of the plants and flowers before cutting and/or distributing to the market.

HFM eliminate the necessity to use this liquid 'food' for potted items

HFM: Cut Flowers and Potted Plants

The following data represents only a small sample of data for specific cut flowers and potted plants.

Timing to spray HFM (spray about 30 cm from the cut flower)

For cut flowers, water management must take place before using the mist. After receiving the cut flowers, the stems need to be cleaned or re-cut, and then the cut flowers need to be placed in clean water. and . HFM is to be sprayed after the cut flower has fully absorbed the clean water.

For most cut flowers, it is recommended to change water once every 2-3 days, and let the flower absorb the new water, then spray HFM.

Flowers that have very noticeable visible effects.

- White Spray Rose
- Tulip
- Lily
- Baby Breath
- Lisianthus
- Anthurium (spray mist once a week)
- Orchid (spray mist once a week)
- Gerbera (Orange) - during summer colours stay vivid for 4-7 days

Potted plants that have very noticeable visible effects. (Spray mist once a week)

- Potted Orchid
- Non-Moss Plants
- Potted Poinsettia - (light pink poinsettia's will become more vivid in 2 hours)

Flowers that do not have very noticeable visible effects

- Godetia
- Sweet Pea
- Iris
- Sunflower

Potted plants that do not have very noticeable visible effects

- Pansy
- Summer Wave
- Morning Glory
- Hibiscus
- Christmas Cactus

HFM: THE FLORIST

The responsibilities and obligations of a florist are to provide to the consumer a large selection of the freshest (physically fresh and visibly fresh) possible products. The florist must be able to provide this in the most economical and convenient manner.

The florist cannot be always rushing on Friday's to meet deadlines for Saturday's weddings, parties, etc. They should be able to plan their schedules and begin their needed preparation a few days in advance.

HFM will allow the florist to do this.

Florists' normally put together their arrangements or bouquets according to the freshness levels of the cut flowers they purchased.

The purchasing manager also control their purchases taking into account the selling "window" of each type of cut flower.

HFM will allow the florist to increase this "window" of opportunity and will allow more diversity in the design of their arrangements and bouquets.

This is because HFM will also allow the florist to use certain cut flowers that they hesitated to use for some arrangements due to life span concerns, and will allow the florist to experiment with new exciting designs to add to their collection.

HOW HFM CAN PLAY A KEY ROLE TO HELP THE FLORISTS'

I. Increase the "window" of opportunity.

When the florists' purchase arrives, the florists' usually have procedures to physically hydrate the cut flowers.

Physical hydrating, drawing water back into the cut flower, usually (depending on flower type) involves the following procedures:

Cutting off the stem base that has been exposed to the air (depending on the flower type, the cutting should be performed underwater).

Breaking up the cut portion of the stem by hitting or pounding (this opens and exposes the vessels within the stem, and thus eases and speeds up the physical hydrating process),

Quick soak in hot water about 10-30 seconds (this takes out any air that still remains in the stem after cutting and thus eases and speeds up the physical hydrating process).

Place prepared cut flower in fresh cold water for the cut flower to begin drawing needed water back into itself through the stem (about 30-60 minutes, depends on flower type).

This procedure is common practice and is an essential procedure to reopen the vessels and to clear the vessels of any air. Only after clearing the vessels can the cut flower self hydrate itself properly.

It is dependent on the flower type, but usually after following above procedure the cut flower has re-hydrated itself as best as it can.

It is best and is most effective to spray HFM at this time, just when the cut flower has self re-hydrated itself. Although the cut flower has re-hydrated with the fresh water, this physical process has not replaced all of the water it needs.

The exterior cells of the cut flower are still in need of water that has been lost to evaporation. The exterior cells will not be able to absorb the needed water if only plain tap water is sprayed.

HFM will increase the cells' bio-activity and will thus enable these cells to absorb this needed moisture and hydrate itself from the outside. Spray 1-2 squirts (2 at most) of HFM at least 30 cm from the petals and give it a "fine" misting.

It is essential that the user (nursery, florist, and consumer) be instructed accordingly on the use of Hawaiian Floral Mist.

If used correctly, HFM will provide a key that will enable the florist to enjoy an increased "window" of opportunity. This will be due to flowers that will have longer lasting fragrances, flowers with vivid colors that will not fade quickly, but most importantly, cut flowers that will be physically and visibly fresher for a longer period of time.

- a. Spraying too much HFM may result in "overloading". This will cause uncontrolled bio-activity and absorption which will lead to stem weakening and petal degradation,
- b. Spraying too close may result in "spotting" or "area overloading" because of too much HFM concentration in a small single area,
- c. Have confidence in HFM, a little goes a long way and a little from far away is best.

2. Allows the florist to operate on a more balanced schedule and increase productivity with the same number of available staff.

The flowers that make up bouquets, arrangements, and corsages are no longer in their ample water supply.

They have been taken out of their ample water supply, the stems have been cut short again, and the cut flowers are now trying to hydrate through some sort of foam holding material with water available only in limited quantities.

These flowers are not in a very good state, and cannot hydrate themselves properly.

A bad cycle is created and the florist will keep on cutting the stems shorter in an effort to assist re-hydration.

In this state of shorter stems and difficult hydration, degradation sets in quickly.

This is why florists' do not make these bouquets and arrangements in advance of the occasion.

This is why the florists' need to always deal with "crunch" time when providing bouquets and arrangements for large events.

HFM will allow the florist to begin at least a day or two earlier for large events. What this means is now the florist that could only supply "x" number of arrangements, can now handle larger orders "x+y" and have ample time to create them.

3. Allows the florist to provide a bigger selection.

Designs and types of flowers used in bouquets and arrangements can be confined.

They are confined because the florist must use flowers within the same "life span" for one arrangement and/or bouquet.

HFM will expand the florists' designs and types of flowers that are used for arrangements and bouquets.

This is because with HFM, the freshness window is wider, and therefore this "confinement" to work with flowers within the same life span is released.

This allows the florist to experiment with arrangements and bouquets with different combinations of available flowers.

By using more creativity, it is now possible for the florist to provide a more diverse and wider selection for the consumer to choose from.

4. Allows the florist to provide products that the consumer can enjoy.

Consumer enjoyment is the result of the consumer seeing that every time they look at the flowers they bought, they notice the flowers are "changing", "living" and "growing".

They see a bud and are really looking forward to seeing the bud actually bloom. If there are 7 buds they expect all 7 of them to eventually bloom.

It is secondary to the consumer and really not an expectation that the bud that bloomed 3 days ago is still lively 3 days later, they have already enjoyed the blooming of this one 3 days ago.

Obviously if this bud is still full of life it's great, but what excites the consumer is that there are 6 more buds that will bloom.

This is the enjoyment the consumer wants to experience, the feeling of anticipation and hope, knowing that there are more changes to follow in the days to come.

They want to see the remaining 6 buds bloom, more importantly, they are anticipating that the remaining 6 buds will eventually bloom and are looking forward to it.

If they all don't bloom, your average consumer will be at least a bit disappointed. If most of them eventually do bloom, the consumer will feel that their purchase had the value that they expected, because they enjoyed experiencing the ever-changing "life" of these flowers over a period.

HFM will greatly increase the chances of all buds to bloom to its fullest state.

HFM: LIQUID PRESERVATIVES

Florists place liquid preservatives in the holding water of the cut flowers. The basic ingredient in these liquid preservatives is sugars, and the mechanism behind these sugars is that they increase water absorption making the cut flowers become more alive.

These sugars however create an environment whereby bacteria also become more metabolically active and begin to multiply. Temperature factors also need to be considered because higher temperatures facilitate bacterial growth. Thus the other two ingredients in these liquid preservatives are Chlorines and Silver Nitrites.

These two ingredients are needed to lessen the bacterial proliferation that is created by the sugars and relative water temperatures.

The Chlorine and the Silver Nitrites also can result in harmful dermatological reactions. Environmental concerns are becoming an issue because florists dispose the used holding water that contains the Chlorine and Silver Nitrites through the drainage system.

HFM is 100% bio-degradable, non toxic and totally safe to use.

Therefore, bacterial issues; environmental issues and dermatological reactions do not even have to be considered.

WHY USE HAWAIIAN MIST?

HFM addresses all of the above mentioned issues in one product. When HFM is sprayed onto the petals and to the stem, **HFM acts by enhancing and increasing cell activity and reproduction.**

The flower and plants become livelier because the cells are becoming more active, colours become more pronounced and change naturally, and flowers will develop to full bloom.

HFM creates an environment just like the flower and plants were still in their natural habitat.

HAWAIIAN FLORAL MIST provides the florists and nurseries with a new alternative

- √ Less inventory loss,
- √ Increase customer satisfaction
- √ Stems remain strong
- √ Colours remain bright
- √ Extends the life of your cut flowers
- √ Flower arrangements and bouquets can be prepared earlier
- √ Allows for more diversity in the designs of your arrangements
- √ Enjoy an increased 'Window of Opportunity' with cut flowers that will be physically and visibly fresher for a longer period of time
- √ Lessens the time and labour that is presently required to sustain freshness and liveliness.

This is where HFM really delivers its value.

HAWAIIAN FLORAL MIST

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