

A GUIDE FOR DIY FLORAL CLIENTS

# FLOWER CARE

KATE'S FLOWER FARM

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Thank you for ordering bulk flowers from our micro farm! Local flowers are so important to making the floral business more sustainable.

Here is (almost) everything you could know about taking care of these beautiful blooms post-harvest. I hope after reading this DIY floral guide you feel empowered and ready to take on designing something amazing!

*Kate <3*







|  
GET READY,  
BEAUTIFUL GIRL.  
IT'S ABOUT TO  
RAIN  
MAGIC.  
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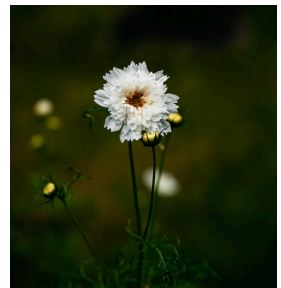
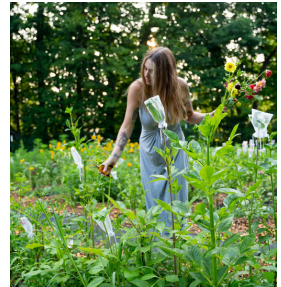
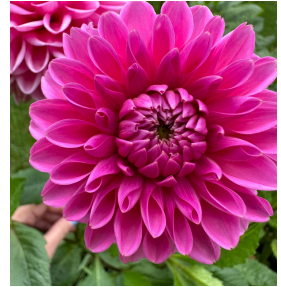
# UNDERSTANDING FLORAL CARE

## Why do flowers need special care?

The second a flower is cut from the mother plant during harvest, it begins to die. Some flowers have a longer timeframe than others. There are ways to maximize the vase life of the flower, but it all comes down to the way it is cared for after being harvested. Once it leaves our micro farm, their life span is up to you to maintain!

## Important floral care:

- Flowers need clean water! You wouldn't think this is the case, as they are grown in, well, the dirt. But once harvested, they are susceptible to disease through their cut stem. This is why flowers need clean water and clean buckets!
- Cut flowers struggle in the direct sun. Even if the plant is grown in a 'full sun' space outdoors, once the flower is cut it doesn't have all of the strength of the original plant to help. This is why flowers need a cool, dark space for storage.
- Flowers cannot be out of water for too long! If you are receiving these bulk blooms in floral boxes, please note that this means they are being provided to you out of water. It is up to you to *quickly* get them in a clean cool water source.
- When creating your arrangements, floral walls, bouquets, etc. for your event, keep in mind the flowers must retain water in some manner. Planning ahead for how you will get them clean water and 'top them off' before the event is important! The flowers will drink more directly after being trimmed than a day after being arranged. Keep on top of their water at the beginning!





# FLORIST TOOLS



## Snips

Sharp, clean snips will be the best tool as you trim stems and arrange your flowers! Get one pair for every person that will be part of the arranging.



## Storage Vessels

Think about how many flowers you have ordered. You may only need a floral bucket or two. You may need a couple of large storage tubs. Whatever you choose, they must be clean enough to eat out of.



## Thorn Remover

If roses are included in your order, you may want to get a thorn remover.

This will quickly and painlessly remove thorns stem after stem. Thorns can be removed in other ways as well.



## Chicken Wire

This is a great option for sustainable arranging. You can reuse the wire and it will hold its place well with floral tape.



## Floral Foam

Floral foam is a quick way to arrange flowers without wire or tape. Simply soak and cut the foam to the desired shape.



## Floral Tape

Floral tape can be used on its own or with chicken wire. Tape a grid on top of the vase you are using and start!



## Vases

Vases can be any size, shape or color! Thrifting works great but they can also be purchased in larger quantities at a wholesale price.




## Ribbon

If you are making bouquets for a wedding or special event, you will want to finish the design with a beautiful ribbon! This will give the bride something to hold onto without getting her hands messy.



## Floral Pin

A floral pin will hold the bouquet's ribbon perfectly in place throughout your event. These can be purchased almost anywhere.

A vintage-style bicycle is the central focus, with a wicker basket overflowing with a variety of colorful flowers, including dahlias and hydrangeas, attached to the handlebars. The bicycle is parked on a paved surface, and the background is a soft-focus green garden. The entire image has a semi-transparent green overlay.

I MUST  
HAVE  
*FLOWERS*  
ALWAYS  
AND  
*ALWAYS*

-*CLAUDE MONET*

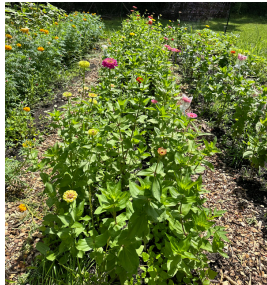
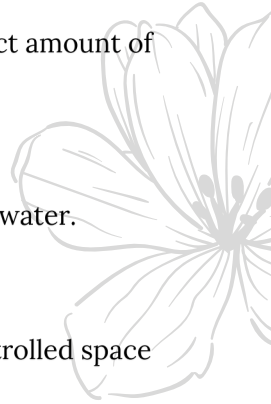
# DIY FLOWER CHECKLIST

## Before

- BEFORE** you receive your flowers, choose the vessel they will be stored in. If you are unsure if you are receiving floral buckets with your flowers, check your quote! I will always detail what is included in your quote. Your storage vessel must be **extremely** clean. It will help to have multiple available.
- Confirm you have all the necessary tools cleaned and ready including snips, vases, and arrangement mechanics. See next page.

## After

- Fill the storage vessel with cool, clean water.
- Add provided hydrating concentrate to the correct amount of water.
- Trim all stems down 1".
- Remove any leaves that will be submerged under water.
- Place all flowers in cool, clean water.
- Store all flowers in a dark, cool, temperature controlled space until ready to arrange.
- Every other day trim stems and change out all the water until the day of the event.
- If any flowers are not as opened as you would like by the day of your event, remove them from the cooled area to a slightly warmer area- not overly hot.





# HYDRATION & DISEASE

## Hydration

Flowers have to receive proper hydration in order to shine. Plant tissue is made of 95% water. Post-harvest, flower stems can have a blockage that keeps water from entering up them stem to the petals. Bacteria can also create a barrier on the cut portion of the stem, if the containers and snips being used are not clean.

Always use clean equipment and cut at least 1 inch off of the bottom of the stem to offer continuous hydration to the bloom.



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## Disease

Diseases can occur if flowers are quickly moved from a cold area to a warm area, creating condensation. The water droplets that would form on the bloom and stems create a breeding ground for disease and can cause more issues for your DIY flowers down the road. Now, most people don't have a floral cooler held at the right temperature and humidity levels, so just keep in mind that a cool basement won't cause this type of concern.





# FLORAL ARRANGING 101

**THERE ARE SOME BASIC TIPS TO HELP YOU QUICKLY IMPROVE YOUR ARRANGING SKILLS.**

There are many styles within flower arranging, ranging from formal to whimsical. At the core of these styles are the floristry 'rules'. Keep in mind, rules were made to be broken!



- ▶ **Placing greenery first** allows for further support and structure to your focal flowers.
- ▶ **Variety is key!** When deciding on the flowers you will use, don't just pick 2 or 3 different types. Go for a variety in size, color, and texture.
- ▶ **Place your focal flower just offset of the center** of the arrangement for maximum visibility and flow.
- ▶ **Think in odd numbers.** Use flowers in 1's, 3's, 5's, 7's, 9's, etc.
- ▶ **Check out a color wheel!** Using complementary colors or opposing colors can create different emotions.
- ▶ **Cover up your mechanics!** Don't let your floral tape, chicken wire, or floral foam show. Use additional greenery or adjust flower placement to cover up the inner workings.

Don't forget to take a physical step back from your arrangement. Look at it from different angles. If you've been sitting while arranging, stand up! If you've been standing while arranging, sit down. Make sure there is a balance throughout.





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NOW GO CREATE MAGIC

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KATE'S FLOWER FARM



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