



PROPER CARE AND HANDLING OF FLOWERS AND CREDIT POLICY

freshblooms@peirone.com



The Fresh Cut Flower Selling and Buying

It's the healthiest, most eye-catching arrangements that jump off the shelf. At every step, from receiving to storage, arranging to merchandising, you have the opportunity to maintain and enhance the freshness, beauty and health of your flowers. At retail, it's about hydration and nourishment, but also strict temperature control and sanitation. With our quality products and expert guidance, Peirone Floral can help you make the sale.

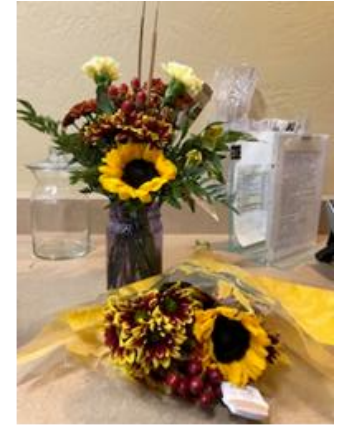


➤ Prep area:

- Remove aging or dying products. A 7-day shelf life in store is all you should hold fresh cut products.
- Wipe out cooler, removing any debris.
- Empty out old buckets of water. Wash the buckets with soap and hot water. Rinse with water and bleach mix.

➤ Prep Fresh Cuts:

- Dry pack flowers need to be processed right away.
- Mix the proper amount of flower food in fresh water.
- Remove any fallen petals from the stem of the flowers (leaves that may have become dislodged during shipping).
- Using clippers or a chopper, carefully cut 1/2 inch off the base of all stems and immediately place in prepared water buckets. Hydration of flowers takes 2-4 hours.
- Check all buckets daily for proper amount of water and be sure to clean out any debris.
- Recut fresh flowers every 3 days.
- Follow proper FIFO (first in first out) when rotating the flowers.
- Remember, flowers last longest if stored between 34° F – 38° F . The flowers should not be stored in your produce cooler (too much **Ethylene**). The preferred storage cooler would be the Dairy cooler.



THE GOOD

Dehydrated flowers



Dehydrated flowers may look wilted and smashed; however once cut and placed in fresh water they become a beautiful full flower bouquet.



FLORAL RECEIVING

THE BAD

White fuzzy mold



Brown spots



Frozen Flower



Credit Policy

You have 24 hours from the time you receive your product to request a credit. You must fill out the credit request form to receive credit. Your credit request will **not** be reviewed without the credit policy form filled out. All credits will be reviewed by end of the week.

Please send all requests to freshblooms@peirone.com

Do not throw away product until you get a credit slip; there are times Peirone will need to pick up the whole case and it needs to be in the original case.

The Floral Vendors/Farms will not process credits unless Peirone turns in the following:

Pictures of the UPC code on the sleeve of the bouquet/plant.

Pictures of the box label.

Pictures of the product itself you are requesting credit for. 3-5 is best per item/case.

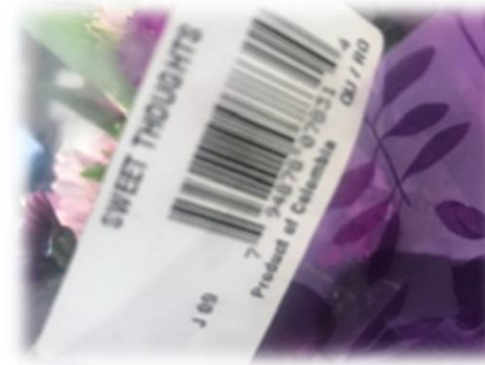
Fill out credit request form- include reason/discrepancy, how many bouquets' you are requesting credit for, item number, and your invoice number.

Plants: The plant Farms are requesting that Peirone pick up the full case and return them to the farm- the plants must be in original case.

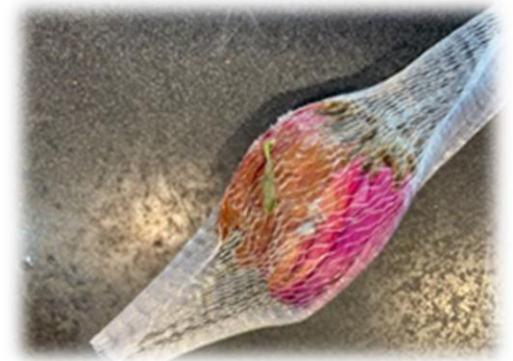
Short on Shipment/missing product: If you are missing product, you have 24 hours to report missing product for credit.

Please keep in mind that if we must pick up floral items and/or plants, they must be in the original case, I will send you a pick-up receipt to attach to the product as our drivers cannot have product on their trucks without the slip. The pick-up slip also acts as your credit slip so keep a copy for yourself. If you have any questions, please call me.

Items given back to driver with out an RMA slip will not be given credit.



The more pictures the better



USING YOUR PHONE TO SEND PICTURES?

In general, it is best to limit email attachments to 10 MB or less, as with many email at and larger messages are rejected for size or flagged as a security issue (including our email server).

Using smaller images helps with the file size, if the user is using an iPhone, it will ask you at what quality level to upload at and even associate a file size with your choices. (see example below). Android also offers image size reduction tools that a user can Google.

