

Is Hydration in Shipment Needed? . . . YES!

MAC Technologies, LLC has been testing, qualifying, and quantifying care and handling products for cut flowers since 1998 with customers, suppliers, and growers. Our company has worked with Universities and has supported over two million dollars in research projects to better understand the difference our products can make in the care and handling of cut flowers and plants. Our company and the industry have tested consumers' reactions. The largest complaint from consumers is “*flowers do not last long enough.*” The second complaint is “*value for the purchase price.*” These two complaints go hand in hand.

Lasting impressions begin with the first time consumers purchase your product. Improving the performance and quality of cut flowers is a direct relation to the complaints outlined above. *Arrive Alive Packaging™* aids in resolving these issues at a fraction of the cost.

Arrive Alive applied to the stems will hydrate flowers for three days. When hydration is used at point of sale consumer satisfaction is high. There is evidence that Arrive Alive applied to bouquets reduces shrink or waste which often happens when flowers are not placed back in water or containers run out of water resulting in bouquets dying. Over 90% of the shrink or waste will be reduced in the cut flower market. Arrive Alive® Packaging will enhance performance and quality of the flowers throughout the chain to the consumer.

Cut flowers were tested in a comparison test with first and second de-hydration to better understand flower performance.

1. Cut flowers were dry packed, hydrated, and dry packed again to demonstrate how the consumers' are getting flowers which is the way flowers are currently handled.
2. In the next test cut flowers were dry packed and hydrated to demonstrate how consumers' will get flowers using Arrive Alive® Packaging through the chain.
3. The results were a higher quality of performance for the flowers in test # 2.

(continued on back)

Just 5 Easy Steps!



Arrive Alive® Packaging™

Giving Life Inspiration™



Florist



Growers

1. *Wrap flowers with dry foam*
2. *Secure with rubber-band*
3. *Dip foam at the end of the stems*
4. *Sleeve with plastic bags*
5. *Secure with rubber-band*

Studies conducted on consumer reaction to florists over the counter sales and overnight shipments has shown:

Florists and Mass Marketers Over the Counter Bouquet Sales

- Studies showed that the majority of consumers did not know about the proper care and handling of cut flowers. The counter clerk did not give instructions to the consumer for re-cutting the flowers other than instructions about mixing the package of preservatives in the water. Consumer response to flower life was 80% of the flowers dry packaged for carry out had some of the cut flowers die within the first few days. Consumers who purchased cut flowers that were hydrated for carry out had less than 5% of the flowers die in the first four days.
- Mass Marketers will have reduction in 90% bouquet lost and save millions by using our hydration method. MAC Technologies works with bouquet companies to provide Arrive Alive® Packaging on bouquets. Also, bouquets with Arrive Alive® Packaging are easily placed in the Jet Ram sleeves which are provided by grocery store floral depts.

Overnight Shipment Tests

- Satisfaction response was a direct relation to the fast movement of flowers through the process from farm to consumer.

Data from studies conducted on physical characteristics of *Arrive Alive Packaging*TM

