

fresh

Products, news and ideas to help create inspirational floral arrangements



the CHOICE of PROFESSIONALS

oasis[®]
brand
FLORAL PRODUCTS

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fresh talk

Happy New Year!!! Hopefully you have enjoyed a safe and happy festive season despite it disappearing in a flash. We'd now like to get you in the mood for Easter and Mother's Day - not to mention this year's Designz® Cup.

Easter has always been a time to remember those no longer with us so we bring you a series of tributes beginning with a restful cushion. The OASIS® NAYLORBASE® frame gives the perfect shape and this one looks especially spongy with a lush layer of Hydrangea. The two other tributes have been placed on a wicker casket that is now available in Australia.

It has been a popular environmental choice in the UK for some time with a surface that makes attaching tributes very easy and secure. Indeed every wicker surface becomes a possibility so we hope that you enjoy what the Smithers-Oasis UK design team has conjured up. We also hope that you enjoy the renaissance of the Living Card which disappeared from the market for a while but numerous requests have necessitated a comeback.

The card lends itself to every possible celebration and occasion including Mother's Day. We bring you other possibilities for this very busy day on the calendar from our latest national winner of the Designz® Cup. Rachael Krause won the Victorian title two years running before taking out last year's extra cheque for \$1,000. Her design appears on pages 12 and 13.



See pages 8 - 10 for other Designz® Cup winners plus an introduction to this year's theme. We hope that the long history of Australian stories and books will inspire many floristry students to once again enter our event.

Happy reading!

Lynette Todd, Editor



Above: Kristy Smolicic creating her version of the very popular Marilyn Monroe.

Left: Fionna Tamin working on her design before winning the NSW Designz® Cup.



Twilight

The symbolic shape of a cushion funeral tribute suggests the last resting place.

Soft and gentle twilight colours give a peaceful feeling and a sense of calm on such a sad day. This tribute is made on an OASIS® NAYLORBASE® Cushion which holds plenty of water for the thirsty Hydrangea base. The tips below describe how to promote water uptake by using Floralife® Quick Dip.

FLOWERS AND FOLIAGE

Asparagus setaceus
Eryngium 'Orion Questar'
Fatsia leaves
Liriope - Lily Grass
Peony 'Sarah Bernhardt'
Rose 'Pacific Blue'
Rosmarinus officinalis - Rosemary
Spray Rose 'Lydia'
Veronica 'Dark Martje'

SUNDRIES

Butterfly Picks
Floralife® Quick Dip
OASIS® NAYLORBASE® Cushion



fresh designer tips

- Floralife® Quick Dip is an all-purpose re-hydrating solution for all cut flowers which gives flowers an extra boost after a period of dry transportation. Simply re-cut the ends of the stems and dip the bottom into 5-6cm of the solution for one to two seconds.
- Adding special and significant mementos to tributes, like Butterfly Picks, helps to personalise the tribute.



Butterfly Picks



Floralife® Quick Dip



OASIS® NAYLORBASE® Cushion

Sunny Memories

Evoked happy memories of sunny times with an exotic collection of flowers from around the world.

Uplifting and stunning this vibrant casket tribute is made on a 48cm OASIS® Dekorette Double brick to give a firm non-slip foundation. Tropical flowers with heavy stems need maximum support so the 8cm depth of OASIS® Ideal Floral Foam in this product will keep strong stems anchored and stable.



OASIS® Dekorette Brick



OASIS® Floralife®
Leafshine

fresh designer tips

- Plait Palm and Phormium leaves and then spray with Floralife® Leafshine for a glossy and distinctive look.

FLOWERS AND FOLIAGE

Alpinia - Gingers
Anthurium 'Tropical'
Chrysanthemum bloom 'Shamrock'
Craspedia
Dianthus 'Green Trick'
Euphorbia fulgens
Heleconia
Hypericum 'Magical Red'
Liatris
Phoenix roebelenii - Palm
Phormium tenax
Strelitzia
Vanda 'Magic Blue'

SUNDRIES

48cm OASIS® Dekorette Double Brick
OASIS® Floralife® Leafshine

Garland of Love

A casket garland is a time honoured traditional decoration and a significant choice for a funeral tribute.

FLOWERS AND FOLIAGE

Amaranthus caudatus
Asparagus setaceus
Astilbe 'Fanal'
Bouvardia 'Royal Daphne Fresco'
Dianthus 'Green Trick'
Peony 'Sarah Bernhardt'
Phalaenopsis Orchid
Rose 'Amnesia'
Rose 'Cool Water'
Rose 'Sweet Avalanche'
Scabious
Syringia 'Lilac White'

SUNDRIES

Bindwire
OASIS® Ideal Floral Foam Netted Garland



Bindwire



OASIS® Ideal Floral Foam Netted Garland

fresh designer tips

- Bind the garland onto the casket with natural coloured Bindwire so that it fits snugly.
- Add the flowers to the garland when it is attached to the casket to achieve a full rounded look

FLOWERS AND FOLIAGE

Aralia
Carnation 'Liberty'
Danae racemosa – Soft Ruscus
Eryngium 'Orion Questar'
Liatris
Rose 'Aqua'
Spray Carnation 'Fleurette'

SUNDRIES

Anchor Tape (instead of Pot Tape)
FLORALIFE® Sure-Stik®
Living Card
OASIS® Ideal Floral Foam
Pinholder

Retro Style

Some arrangement styles stand the test of time pleasing everyone whenever they make a comeback.

The Living Card is a product that has been elevated to a timeless forever design. No wonder it is so popular when it suits so many occasions including Mother's Day. It's quick to make, value for money and profitable for florists. Why change a great seller when customers love it so much?

fresh designer tips

- Use FLORALIFE® Sure-Stik® to firmly stick the floral foam container into the card. This will prevent movement in transit and spillage in the home.
- Also apply FLORALIFE® Sure-Stik® to pinholder then secure it to base of container before attaching 1/3 of a block of OASIS® Ideal Floral Foam.
- Ensure that the Living Card design is arranged for perfect viewing from the front as well as the side.



Anchor Tape



Floralife® Sure Stik



OASIS® Ideal Floral Foam



Pinholder

Scent *Sensation*

Carefully compose fragrant flowers into an abundant garden for mothers on their special day.

Incorporate a sweet scented candle to give added value to this perfect gift and follow our easy step-by-step instructions to make this popular basket arrangement.



FLOWERS AND FOLIAGE

Aralia
Asparagus sprengeri
Astilbe 'Europa'
Dracaena sanderiana
Hypericum 'Excellent Flair'
Peony 'Sarah Bernhardt'
Phoenix roebelenii - Palm
Rose 'Vuvuzela'
Spray Chrysanthemum 'Amadea'
Spray Rose 'Lydia'
Stocks

SUNDRIES

Aluminium Wire
Anchor Tape
OASIS® Ideal Floral Foam

How to make:



Step 1 Float half a block of OASIS® Ideal Floral Foam until it is completely submerged. Always soak in a Floralife® Flower Food and water solution to aid longer flower life. Use a Large Square/Round Bowl to hold the floral foam firmly and attach Anchor Tape around the handles of the basket and across the floral foam to secure in place. Start to make the outline of the arrangement with foliage.



Step 2 Strengthen the main outline with more foliage and add the vertical placements of flowers. Re-cut all the stem ends diagonally for better water uptake and push firmly into the floral foam. Place the tallest flowers right at the back of the floral foam to give depth to the finished arrangement.



Step 3 Continue to add the flowers using the Peonies and larger flowers in central placements. Fill in with smaller flowers around the extremities of the arrangement. Although this is a front facing design the arrangement should look good from the side view and the back must be neatly finished with foliage. Secure coils of Aluminium Wire to one side to firmly encase the scented candle.



Aluminium Wire



Anchor Tape



OASIS® Ideal Floral Foam

Events Calendar

AUSTRALIA

MARCH 26–30, 2014
MELBOURNE INTERNATIONAL FLOWER AND GARDEN SHOW
 Royal Exhibition Building and Carlton Gardens
www.melbflowershow.com.au

APRIL 13, 2014
DESIGNZ® CUP COMPETITION - NSW
 Sydney Royal Easter Show
 Homebush Bay, NSW

APRIL 18-21, 2014
EASTER

MAY 11, 2014
MOTHER'S DAY

MAY 28, 2014
DESIGNZ® CUP COMPETITION - SA
 Tea Tree Gully Campus, TAFESA
 100 Smart Road
 Modbury SA

JUNE 29, 2014
DESIGNZ® CUP COMPETITION - QLD
 Suncorp Piazza,
 Southbank Parklands
 Brisbane QLD

INTERNATIONAL
FEBRUARY 26-MARCH 2, 2014
ELLERSLIE INTERNATIONAL FLOWER SHOW
 Hagley Park
 Christchurch, New Zealand
www.ellerslieflowershow.co.nz

MAY 20 – 24, 2014
CHELSEA FLOWER SHOW
 Royal Hospital Gardens
 London UK

TRIBUTE TO A FALL



Left: Sumi-May Behsman is also a fan of Marilyn Monroe's billowing white dress and star quality. "She was her own woman at a time when it wasn't very popular," said Sumi-May.

Disbuds, Orchids, Chrysanthemums, Irish Bell, Gypsophila, Statice and Dusty Miller were placed to softly contrast with the chicken wire that recreated the unforgettable skirt. "Floristry is a chance to express myself creatively, I've always been fascinated with Mother Nature and all her wonders!"

Below: Amy Winehouse's beehive hairstyle was inspired by a love of 1960's girl groups so Lara Pisani created a tribute to it. Clusters of vibrant Roses and Proteas poked through coils of Flexi Grass and intricately woven tresses of Ivy that fell to the floor.

Similarly Amy's voice emerged powerfully from a dark background of emotional and physical problems.



Left: Sumi-May Behsman celebrates coming second in the Cup.



Bring a Book to Life

DESIGNZ® CUP 2014

Tell an Australian story in a floral design.

- 1st Prize - \$500
- 2nd Prize - \$200
- 3rd Prize - \$100

- Certificates for all competitors
- Trophy for 1st, Medals for 2nd and 3rd
- State Winners are eligible for National Award plus extra \$1,000 prize money



Movie stars like Marilyn Monroe made it to the Perth Royal Show.

She swished into first and also second position when the Designz® Cup was judged by Alan Randell-Smith and Kaye Baylis. They reached the following results:

1st Prize Amy Brown Challenger Institute of TAFE

2nd Prize Sumi-May Behsman Challenger Institute of TAFE

3rd Prize Lara Pisani Challenger Institute of TAFE

Marilyn sprang straight into Amy Brown's mind when she heard about the *Tribute to a Fallen Star* competition. She immediately thought of the iconic white dress from *The Seven Year Itch* and began working out how to recreate it using flowers. Marilyn's attire was almost as legendary as her beauty so the dress needed lots of movement and style.

The other inspirational aspect was Marilyn's determination to succeed as an actress despite an unsettled and difficult childhood. Amy tore white fabric into long strips then wove it in and out of chicken wire that had been shaped into a skirt. Some sections were more heavily filled while Ivy was threaded through the remaining gaps to make it more eye-catching.

Carnations, Chrysanthemums, Anthuriums, Roses and Ivy were inserted into OASIS® Floral Foam Netted Garlands to form a neck piece. This balanced the top of the design with the extra garlands that were filled before being cut and wired into the skirt.

"I love everything about floristry and how you can work every day making new designs to suit your personality. When you love what you do you don't mind the hard work despite the sore feet, feeling tired and never having enough time," said Amy.



TRIUMPHANT TRIBUTE

DESIGNZ® CUP 2013 NATIONAL WINNER

Congratulations to Rachael Krause from Marjorie Milner College in Melbourne for obtaining the highest score across all states with her *Tribute to a Fallen Star* design.



Rachael's floral interpretation of the red plane that Amelia Earheart successfully flew across the Atlantic in 1927 was described in detail in our last magazine. It was decorated with Waratahs, Cymbidium Orchids, Anthuriums and Hanging Amaranthus in monochromatic tones. Even wings, goggles and a helmet were included while tri-coloured Cordyline leaves formed a propeller.

All placegetters told us how much they enjoy working with flowers and being creative on a daily basis. "I love coming up with the craziest idea, finding the flowers and people to help me make it work and bringing the idea to life. The sense of accomplishment when you pull off an idea you thought was impossible is one of the best feelings in the world," said Rachael.

Schools give a great deal of support and encouragement to the students who enter the Designz® Cup and it's hugely appreciated. Smithers-Oasis Australia thanks everyone who participated in the 2013 event including Alan Randell-Smith and his assistant judges.



Right: Rachael with Alan Randell-Smith and Mary Lansell at the Royal Melbourne Show.

Below left to right: Fiona Tamin NSW, Elloise Hight QLD and Amy Brown WA.



Doorstep *Delight*

Whether it's Mother's Day or any other occasion doorstep planters are a great money-spinner.

Tailor made doorstep planters should complement the door and surroundings to provide a welcoming look. A lined Willow basket is ideal for planted arrangements and always gives a rustic contrast to the foliage above. Select a size that's roomy enough to encourage plant growth. Decorate the design with suitable accessories to accentuate the look.



OASIS® Ideal Floral Foam

fresh designer tips

- Use small rocks or gravel in the base of the basket to provide drainage.
- OASIS® Ideal Floral Foam can be used as a compostable material when broken down into small chips and added to soil. Mix the Floral Foam with the soil to aid its water storing capabilities.



FLOWERS AND FOLIAGE

Campanula 'Blue Wonder'
Echeveria
Hydrangea 'Schneeball'
Moss
Multi-purpose Compost
Rosmarinus officinalis - Rosemary
Twigs

SUNDRIES

OASIS® Ideal Floral Foam

How to make:



Step 1

Wet the Cupcake foam then fold Camellia leaves using OASIS® Adhesive so they stay folded and place around the edge of the foam.



Step 2

Insert Chrysanthemums into floral foam around the outer circumference and continue to fill foam in a circular motion. The Chrysanthemums should be slightly higher towards the centre to make a domed shape. Repeat until the cupcake is covered.



Step 3

Glitz up the Cupcakes by cutting pieces of Aluminium Wire into about 15cm lengths then mould them into a curved shape. Place them into the foam forming arches over the Chrysanthemums and repeat process until happy with your design.

Wind extra Aluminium Wire around other Cupcakes for a decorative effect. Add more water to prevent stems from dehydrating.

FLOWERS AND FOLIAGE

Camellia Leaves
Chrysanthemums

SUNDRIES

Aluminium Wire
Cupcake Stand
Heavy Duty Wire Cutters
OASIS® Floral Adhesive
OASIS® Floral Cupcakes



fresh designer tip

- Florists often remove patterned skirts from Cupcakes before hydrating the foam.

Lusciously Tempting

Carefully composed
cupcakes are perfect for
Mother's Day.

Combine them with chocolates and a bottle of bubbly for an irresistible package. This arrangement from Rachael Krause will tempt shoppers into an easy to carry home gift. She's used traditional Chrysanthemums but Cupcakes are easily filled with leftover foliage and shorter stemmed flowers to keep costs down.

Just add some razzle dazzle from the large OASIS® sundry range to make sure that this important day gets the attention it deserves.



Aluminium Wire



Cupcake Stands



Heavy Duty Wire
Cutters



OASIS® Floral Adhesive



OASIS® Floral
Cupcakes

Product Finder

ALUMINIUM WIRE



Product Details

Article Number: 9462 Silver
 Article Number: 94621 Gold
 Article Number: 94622 Copper
 Article Number: 94623 Lilac
 Article Number: 94624 Strong Pink
 Article Number: 94625 Apple Green
 Article Number: 94626 Red
 Article Number: 94627 Black
 Article Number: 94628 Royal Blue
 Article Number: 94645 Lemon Yellow
 Article Number: 94646 Saffron Orange
 Article Number: 94619 Baby Pink
 Article Number: 94644 Brown
 Size: 2mm x 100g
 Pack quantity: 10 rolls per carton

ANCHOR TAPE



Product Details

Article Number: 6020 Olive
 Size: 1cm x 50m
 Pack quantity: 1 piece
 Article Number: 6021 Olive
 Size: 0.6cm x 50m
 Pack quantity: 1 piece

BINDWIRE



Product Details

Article Number: 7784 Natural
 Article Number: 7785 Green
 Size: 200m, 0.40 guage
 Pack quantity: 1 piece

BUTTERFLY PICKS



Product Details

Article number: 62175 Clear/Silver Edge
 Article number: 62176 Pink/Silver Edge
 Article number: 62177 Lilac/Silver Edge
 Article number: 62178 Green/Silver Edge
 Article number: 62179 Blue/Silver Edge
 Size: 15cm stem x 2cm head
 Pack Quantity: 6 pieces

CUPCAKE STAND



Product Details

Article number: 45-00890 – 44cm
 Article number: 45-00891 – 61cm
 Pack quantity: 1 piece

FLORAL SCISSORS



Product Details

Article Number: 6090
 Pack quantity: 1 piece

FLORALIFE® QUICK DIP

Product Details

Article Number: 3783
 Size: 3.8 litres
 Pack quantity: 1 piece



Article Number: 3785
 Size: 550 ml
 Pack quantity: 1 piece

FLORALIFE® SURE-STIK



Product Details

Article Number: 5025
 Size: 25 foot roll
 Pack quantity: 1 roll

FOLDING KNIFE



Product Details

Article Number: 6091
 Pack quantity: 1 piece

LIVING CARDS



Product Details

Article number: 41-00159 Ivory
 Article number: 41-00160 Pale Pink
 Article number: 41-00161 Pale Green
 Size: 30 x 22cm
 Pack quantity: 5 pieces

OASIS® DEKORETTE BRICK



Product Details

Article Number: 3040
 Size: 23 x 11 x 8cm
 Pack quantity: 1 piece
 Article Number: 3290
 Size: 46 x 11 x 8cm
 Pack quantity: 1 piece

OASIS® FLORAL CUPCAKES



Features and Benefits

Choice of sizes
 Choice of skirt designs and colours
 Filled with OASIS Ideal Floral Foam

Typical Uses

All gift occasions
 Displays
 Weddings

Product Details

Article Number: 11-00067 Pink Floral
 Article Number: 11-00068 Ivory Floral
 Article Number: 11-00069 Mint Floral
 Article Number: 11-00070 Pink Dot
 Article Number: 11-00071 Lilac Dot
 Article Number: 11-00072 Mint Dot
 Article Number: 11-00073 Pastel Stripes
 Article Number: 11-00074 Bold Stripes
 Article Number: 11-00083 Assorted Floral
 Article Number: 11-00084 Assorted Dots
 Article Number: 11-00085 Assorted Stripes
 Size: 6 x 8cm
 Pack Quantity: 6 pieces

Article Number: 11-00075 Pink Floral
 Article Number: 11-00076 Ivory Floral
 Article Number: 11-00077 Mint Floral
 Article Number: 11-00078 Pink Dot
 Article Number: 11-00079 Lilac Dot
 Article Number: 11-00080 Mint Dot
 Article Number: 11-00081 Pastel Stripes
 Article Number: 11-00082 Bold Stripes
 Article Number: 11-00086 Assorted Floral
 Article Number: 11-00087 Assorted Dots
 Article Number: 11-00088 Assorted Stripes
 Size: 9 x 12cm
 Pack Quantity: 6 pieces

OASIS® FLORALIFE® LEAFSHINE

Product Details

Article Number: 10155
 Size: 250ml can
 Pack quantity: 1 piece
 Article Number: 10013
 Size: 750ml can
 Pack quantity: 1 piece



OASIS® IDEAL FLORAL FOAM BRICK



Product Details

Article Number: 48
 Article Number: 60
 Size: 23 x 11 x 8cm
 Pack quantity: 20, 48 and 60 bricks

OASIS® IDEAL FLORAL FOAM NETTED GARLAND



Product Details

Article Number: 3071
 Total length: 10m
 Cylinder length: 13cm x 5cm
 Cylinder count: 12
 Pack quantity: 1 per carton

OASIS® NAYLORBASE® CUSHION



Product Details

(Special order with some Distributors)
 Article Number: 8117
 Size: 33 x 33cm
 Pack quantity: 2 pieces
 Article Number: 8118
 Size: 43 x 43cm
 Pack quantity: 2 pieces

PINHOLDER



Product Details

Article Number: 4030
 Size: 3 x 3cm
 Pack quantity: 100 pieces

SECATEURS



Product Details

Article Number: 60876
 Pack quantity: 1 piece

Introducing the **NEW** improved Floralfife[®] Flower Care Range
As **FRESH** as the flowers it feeds



1. Sanitise

Clean and deodorise your tools, buckets and work space.



3. Nourish

In-shop solution that provides nutrients to keep flowers fresh and looking great.



2. Hydrate

Jump-start flowers by promoting water uptake.

4. Protect

Refresh, hydrate and protect flowers with a misting of finishing spray.



5. Customer Care

Take care of your flowers long after they have left the shop by giving your customers flower food in a sachet that can be used in a vase or a floral foam arrangement.

www.floralife.com

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Like to keep cut flowers healthy?



On the OASIS® Floral Products website you can:

- Access a library of inspirational designs
- Download useful product literature
- Follow how-to instructions for stunning results
- Interact and ask designers questions
- Meet our Featured Florists and find out what makes their businesses tick

Visit our website for detailed information on:

products

- OASIS® Floral Foam products are guaranteed to save valuable time and money
- Hundreds of floral accessories are available
- Numerous materials, shapes and colours help to coordinate designs

flower care

- OASIS® Floralife® Products suit every level of the supply chain and can be used to:
- Treat the stems of dry packed flowers
 - Hydrate and protect completed designs
 - Ensure longevity of blooms with take-home sachets

www.oasisfloral.com



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