

GROWERTALKS

Web Exclusive

The 1st Annual New Products Awards Program

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The 1st Annual New Products Awards Program, sponsored by Green Profit Magazine and The Super Floral Show, was created to recognize the best new products at this year's show, based on the opinions of those who matter: the buyers!

Earlier this year, all exhibitors at the Super Floral Show were given the opportunity to submit up to two new products into the competition. Entries could not be an exclusive product to any one customer and must not have been made commercially available before Jan. 1, 2004.

Once the new product submissions were in the advisory boards members of the SFS and Green Profit, who are qualified buyers, were given the task of narrowing down over 100 entries into the best two or three in each of the seven categories.

This program was designed to give the actual merchandise buyers the chance to select the best new products at this year's show. Buyers that are subscribers to Green Profit and/or preregistered for the Super Floral Show were offered the chance to vote for their favorite products via e-mail.

Blooming Potted Plants

Cape Angels by Bayview Flowers

Product Description: Meet Cape Angels, Bayview's newest exclusive addition to our product line. This member of the *Plectranthus* family offers lush greenery and unique bell-shaped flowers on tall spikes. Cape Angels feature shades of lavender, pink and white and are a beautiful addition to indoor decor and non-frost patio planters.

Winner: Calandiva by Van Wingerden International

Product Description: The plant with a blooming bouquet of flowers. The Calandiva is a vibrant, long-lasting flowering plant. Its fresh new plant shape and canopy of flowers brings a new dimension to the succulent plant family. Already a hit in Europe, it's sure to be a winner with the US consumer.

Decorative Upgrades and Add-ons

Galvanized Terracotta Pot Holder by Action Imports

Product Description: A thin galvanized metal pot holder that can be made to fit any size terracotta pot. A decorative and inexpensive idea to upgrade your potted plants. The pot holder is available in assorted styles and sizes.

Windows Presentation TM Plant & Arrangement Bags by A-ROO Inc.

Product Description: Windows Presentation TM Bags accent and show off any floral grouping in the newest, chic presentation bag available on the market today! Available in clear frosted plastic or a variety of colors in paper, these bags add a special touch and are very consumer friendly with a conveniently attached carry handle.

Winner: Carve-Able Pumpkin by Hernando Moss

Product Description: This polyurethane foam pumpkin is lightweight east to carve. Great fun for children and adults. Waterproof which means you can place potted product or fresh flower arrangements inside.

Floral Business Supplies/Packaging

10 5/8" Jordan by Syndicate Sales

Product Description: The NEW 10-5/8" Jordan (#4149) vase has a 5-1/4" opening making it the perfect vase for 1-1/2 to 2-1/2 dozen stems. The larger version offers the same great shape, clean look and superior value as the smaller Jordan.

Wedding Flowers Set by John Henry Company

The Best and Finest Wedding Book the floral industry has ever seen featuring over 400 all-new wedding flower arrangements designed by 11 AIFD-certified floral professionals. Organized by color, with each page coordinated from book to book for easy selling of the complete wedding, this set includes four selling books and one full-color design handbook.

Winner: Monza* and Tessera* Roll by Highland Supply Corporation

Product Description: Highland Supply's innovative Monza* and Tessera* plant wrapping sheets are now available in roll form! Monza* and Tessera* Rolls beautifully upgrade your plants with the multiple sheet look, while being affordable and easy to use. Stop by booth #1114 to see all the combinations of HSC's new Monza* and Tessera* Rolls!

Foliage and Tropical Potted Plants

Pre-greened Centerpiece by Continental Floral/Best Blooms

Product Description: This new item is a pre-greened design bowl, decorated with long lasting, beautiful fresh-cut foliage. This item is a time and labor saver for both peak holiday periods and everyday design needs. It is available in both round and oblong designs and is packed 8 per box.

Ornamental Wheat Grass by Angel Plants, Inc.

Product Description: 4.5" Clay Pot of Wheat Grass grown for that latest trendy look. Ideal for decorative containers and gardens. Packs 12 per case.

Winner: Voodoo Lily (Amorphophallus konjac) by Worldwide Orchids

Product Description: This highly elegant and unusual relative of the Calla Lily lends a dramatic tropical look to the summer garden. When mature, the striking, umbrella-like leaf can reach 6 feet tall and nearly as wide. Mature plants produce a stunning flower shortly before the eye-catching leaf emerges in the Spring.

Fresh Cuts

Mountain Wild Flower Bouquets by Sunshine Bouquet Company

Product Description: High Mountain fields of the finest Summer, Ornamental, and Filler flowers. The intense sunlight and dry climate of Ecuador provide these flowers with the best growing conditions in the world. These hearty and vibrant flowers are designed in a clean, hand-tied style by a Dutch original. Not ordinary flowers...Extraordinary Flowers!

Connect by Bayview Flowers

Product Description: Connect is a new and revolutionary, patented design concept that allows the consumer access to professionally designed, vase ready product that is ready for gift giving, easy to care for and never needs rearranging. The "Connector" ensures that stems are held in place while the full faces of the blooms are prominently displayed with style. Get Connected!

Winner: Pollenless Lily by Jolo Farms

Product Description: First of its kind, a multipetaled pollenless lily that has no stamens to stain your counter tops, clothes, or hands.

Lawn & Garden Products

Grow Pails by Promo Seeds, Ltd.

Product Description: Grow colorful flowers in a 5" painted pail. Unique packaging makes the seeds visible to the consumer for instant appeal. Eye-catching colors make this an excellent gift and stock item for Valentine's Day and Mother's Day. Unique clear packaging offers instant recognition that seeds are included.

Deck and Patio Hanging Baskets by Triumph Plant Company

Product Description: An 8" basket for hanging Strawberry Plants, a butterfly attracting mix basket, a grape tomato basket, which can be hung on a deck or on a patio. The kits complete with strawberry plants, grape tomato seed or a butterfly attracting seed mix. Available as a floor or counter display.

Winner: Herb Grow Stand by Promo Seeds, Ltd.

Product Description: Complete starter kit to grow 5 different herbs in your kitchen. The wooden stand is designed to hold 5 terra cotta pots as the herbs grow. The unique design of this product will fit in any kitchen and means year-round indoor use.

Marketing & Merchandising

Merchandising Display Rack and Graphics by John Henry Company

Product Description: Finally, a high-end, low-cost way to effectively merchandise plants and attract consumer attention! This beautifully designed rack with changeable graphics will turn product faster, answer consumer questions, increase perceived value and merchandise vertically using less floor space! Change your message seasonally or to promote specialty plants with ease! Get ready to restock often!

Deliver & Display Showcase by Worldwide Orchids

Product Description: Skip the hassles and time unpacking and displaying your orchid plants. Now, our orchids can arrive in their own showcase. Simply move the showcase to any area of just 45 x 50 inches, remove the shrinkwrap and begin selling! Best of all, it costs no more than ordinary boxes. Once empty, it's yours to keep or discard.

Winner: Slide & Stack Merchandising Fixture by All Cover Portable Systems

Product Description: A retractable (live goods) merchandising fixture, especially suitable for outdoor storefront promotional use. This fixture will retract to a compact 4' x 4' size (as selldown occurs) from 4' to 12'. The strength, quality and uniqueness of this fixture is obvious in its design and fabrication. Consisting of galvanized steel frames and wire mesh tops. It has also been designed to be moved using a lift truck. An optional sign holder is also available.