

# Smart Picks.™

*easy, fresh, affordable, everytime.*



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## What is Smart Picks?

## What comes with it?

Picking out flowers just got easy.

Introducing Smart Picks™. A new line of fresh flowers & in-store displays that's sure to boost impulse purchases.

Smart Picks is a program designed to:

- Take the guess work out of matching bouquets with vases. Each hand-tied bouquet is specially designed to match with your coordinating vases.
- Provide a value-added product with custom-designed flair without a designer on staff or a full-service floral department to accommodate customer needs.
- Promote impulse purchases.
- Provide a functional, attractive and mobile display.
- Provide a fixture to be used in the card aisle, check-out, pharmacy, any high-traffic area or retail shop.



The Smart Picks program comes with the following:

- Attractive in-store display. 53" tall, 3-sided white metal stand on wheels.<sup>1</sup>
- 9 white buckets for flower display
- Colorful graphics
- POP materials
- Instructions & specs for matching vase purchases
- Instructions for floral clerk
- Plan-o-grams for each side of the stand
- Weekly sales tracking sheet with re-order information
- Product tags and signs to assist the consumer in making the purchase

<sup>1</sup> Patent Pending.

## How does it work?

## Purchase Options?

The Smart Picks program is flexible. You make the choices!

- Choose 3 bouquets and 3 different price points
- Choose our price points or customize them to fit your program
- Choose clear or deco packaging
- Color block each side by choosing a different color sleeve for each price point
- Choose our special Smart Pick sleeves that coordinate with the graphics on the stand
- Choose stickers, hang tags or dots to identify which bouquets goes with each vase

The Smart Picks stand can be purchased outright. Alternately, the stand can be purchased over time by adding to the cost of each bouquet until the stand is paid off.

Look for these matching vase styles from your favorite hard-goods vendor:

- 5" Ginger Jar in assorted seasonal colors
- 6 1/4" Classic Urn in assorted seasonal colors
- 7" Sweetheart Vase in assorted seasonal colors

Choose your own combinations of colors, shapes and sizes. Keep the program exciting by changing the assortment seasonally and by holiday. Or, simply use the current inventory in your stores, you choose!

