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Christmas greens lose their moisture early in the season and can turn color and lose their needles before they can be enjoyed to their fullest. The need to preserve Christmas decorations is clear.

There are two main ways to preserve greens: one is a very expensive and long term method that usually includes heat

and glycerin and or a granular desiccant and the other is more short term.

Short term preservatives work in two different ways. One way is formulated to stop the exchange of gases and liquids from within the plant material's cell structure to the ambient air. The other method is formulated to allow the exchange of oxygen and liquids while feeding still living plant material with vital minerals and plant extracts that are lost when the branch is severed from the mother plant.

It is important to remember that when a branch is removed from a tree it is not dead. Fresh cut branches seal off at the cut and can actually draw water when recut and continue to remain alive for long periods of time.

When greenery is sealed with a preservative that stops the exchange of oxygen and liquids, it starts to die and degradation or rotting of the cells within the greenery causes ethylene to be produced. Ethylene is the worst enemy of any cut greenery. A secondary mechanism of ethylene production is the triggering of the formation of abscission layers that form between the stem and the needle or leaf thus producing needle drop.

William Ruth, Vita Products Inc., has been the only known scientist to



develop a preservative that will allow the exchange of oxygen and liquids between the plant material it is applied to and the ambient air. His formulation through contact systemic action actually feeds the still living cut plant material with minerals and plant extracts that the plant material needs to continue living after it is cut.

Plant material treated with Vita Christmas Tree & Wreath Preservative has been known to remain alive and green for up to seven months at the Dinihanian Floral Products Trial Laboratory in Portland, OR. Throughout 10 years of trials, Vita Products formulation of natural sulfonated castor oil with minerals and plant extracts has been determined as a preservative that can keep plant material alive and looking fresh.

William Ruth has found that cellular plant material will continue to live with the proper feeding of vital natural elements it needs. This monumental find is one of the most important discoveries in floral marketing history and has boosted consumer confidence in the products where it is used. The annual increased wide spread use of a biologically natural preservative such as this will not have a negative impact to the environment and it will increase the consumer's enjoyment of



the natural decorative materials used during holiday seasons.

For more information, contact Dinihanian Floral Products, 15005 NW Cornell Rd., Beaverton, OR 97006, (800) 733-9732, Fax: (503) 645-0635; e-mail: vahan@dinihanian.com; www.dinihanian.com. Or contact Vita Products, Inc., P.O. Box 565, Chandler, AZ 85244, (800) 874-1452, Fax: (480) 813-8156; e-mail: info@vitaproducts.com; www.vitaproducts.com.

Photos depict items that have been treated with Vita Christmas Tree & Wreath Preservative at Dinihanian Floral Products in Portland, OR.