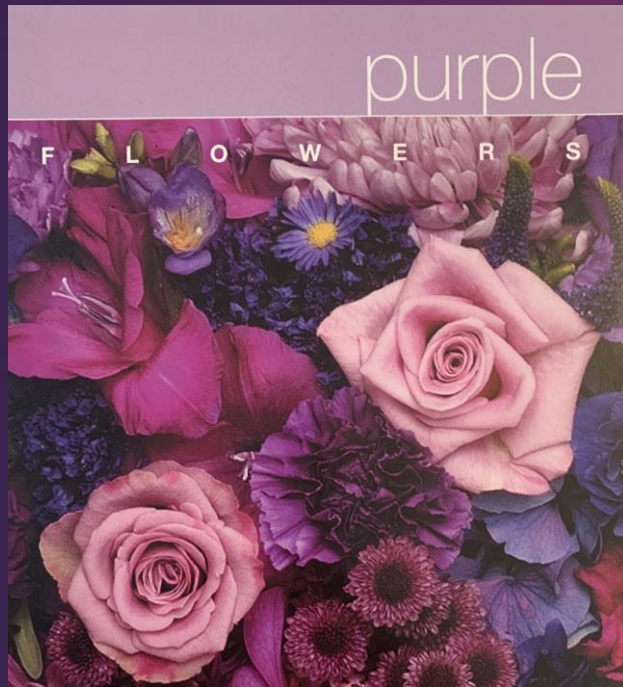


Purple Fresh Flowers



FLOWER SELECTION



I Design Group Inc. Purple Flower Collection

ALPHABETICAL LISTING

Allium, Drumstick
Allium Gigantum
Alstroemeria
Anemone
Anthurium
Artichoke
Asclepias
Aster
Aster, Matsumoto
Aster, Spray
Calla Lily, Miniature
Campanula
Carnation
Carnation, Chinese Miniature
Carnation, Miniature
Chrysanthemum
Chrysanthemum, Cremon
Chrysanthemum, Cushion Pompon
Chrysanthemum, Daisy Pompon
Chrysanthemum, Novelty Pompon
Chrysanthemum, Spider
Coneflower
Dahlia
Delphinium
Dianthus

Flowering Branch
Freesia
Fritillaria
Gladiolus
Hyacinth
Hydrangea
Iris
Larkspur
Leptospermum Foliage
Lily
Limonium
Lisianthus
Orchids
Ornamental Cabbage
Rose
Snapdragon
Statice
Statice, Seafoam
Stock
Sweet Pea
Sweet William
Tulip
Violet
Zinnia



drumstick allium

ALLIUM SPHAEROCEPHALUM
(A-lee-um sfay-ro-SEF-a-lum)

Also known as Bullet Allium

■ **AVAILABILITY:**



■ **COLORS:** Purple

■ **CHARACTERISTICS:**
Loose cluster of star-shaped flowers form a 2" round head on a 20" stem.

■ **LASTING QUALITY:** 7-10 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Line; Mass; Form

■ **MEANING:** Unity; Good fortune and prosperity; Thought to ward off evil spirits; Strength



allium, drumstick



allium gigantum

ALLIUM SPECIES
(A-lee-um)

Also known as Onion Flower,
Giant Allium

■ **AVAILABILITY:**



■ **COLORS:** White, Lavender

■ **CHARACTERISTICS:**
Tiny 1/4" florets form a 4-6"
globe-shaped flower on a
tubular 24-36" stem.

■ **LASTING QUALITY:** 7-10 days

■ **PACKAGING:** 1 stem

■ **FLORAL FORM:** Line; Mass; Form

MEANING: Unity; Good fortune and
prosperity; Thought to ward off
evil spirits; Strength



allium gigantum



alstroemeria

ALSTROEMERIA HYBRIDS

(al-stro-MEER-ee-ah)

Also known as Peruvian Lily, Inca Lily

■ AVAILABILITY:



■ COLORS:

White, Lavender, Purple, Pink, Magenta, Red, Peach, Orange, Yellow, Bicolor

■ CHARACTERISTICS:

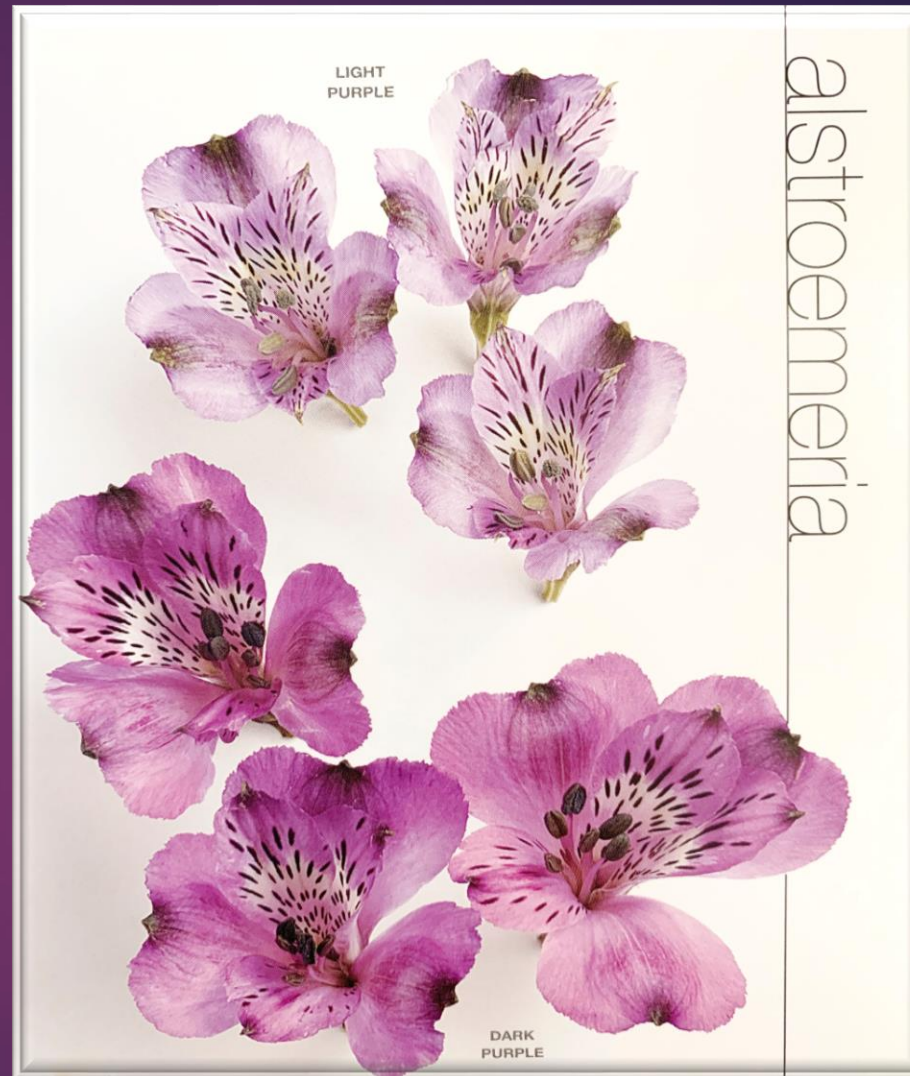
Clusters of 4-6 delicate, trumpet-like flowers, each 1½-2" across on leafy stems 24-36" long. Most varieties are marked with freckles or streaks of a contrasting color on the innermost petals.

■ LASTING QUALITY: 7-14 days

■ PACKAGING: 10 stems

■ FLORAL FORM: Mass; Filler

MEANING: Devotion; Aspiring; Wealth; Prosperity; Fortune





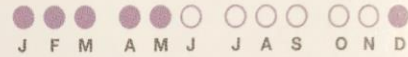
anemone

ANEMONE CORONARIA

(a-NEM-o-nee cor-o-NAH-ree-a)

Also known as Windflower, Poppy Anemone, Lily of the Field

■ AVAILABILITY:



■ COLORS:

White, Blue, Purple, Red, Bicolor

■ CHARACTERISTICS:

Cup-shaped 2½-3" single flowers on thick, hollow 10-12" stems. Papery petals open flat to highlight black or white centers.

■ LASTING QUALITY: 5-8 days

■ PACKAGING: 10 stems

■ FLORAL FORM: Mass

MEANING: Expectation; Abandonment; Fragile; Fading hope; Forsaken; Refusal; Sickness



anemone



anthurium

ANTHURIUM ANDRAEANUM
(an-THUR-ee-um an-dre-AY-num)

Also known as Painted Tongue,
Flamingo Flower

■ **AVAILABILITY:**
●●●●●●●●●●●●●●●●
J F M A M J J A S O N D

■ **COLORS:**
White, Purple, Pink, Magenta,
Red, Burgundy, Peach, Orange,
Green, Bicolor

■ **CHARACTERISTICS:**
Heart-shaped, waxy bract with a
long, cylindrical spadix that is usually
yellow. The size of the flower varies
from 2-7". Stems are 12-30" long.

■ **LASTING QUALITY:** 14-21 days

■ **PACKAGING:** 1 stem

■ **SPECIAL CARE:**
Temperature sensitive. Store at
45-55°F. Unpack carefully.

■ **FLORAL FORM:** Form; Mass

MEANING: Think of me; Lover



anthurium



artichoke

CYNARA SCOLYMUS
(sih-NAR-ah skol-EE-mus)

Also known as Globe Artichoke

■ **AVAILABILITY:**



■ **COLORS:** Purple, Green

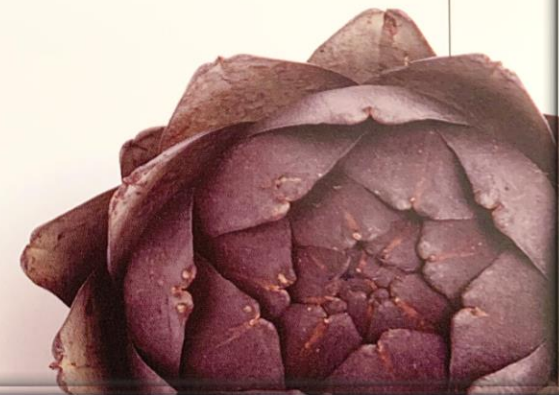
■ **CHARACTERISTICS:**
Round 4-6" flower. Scaled with thick, fleshy triangular petals on a thick, short leafless stem.

■ **LASTING QUALITY:** 10-14 days

■ **PACKAGING:** 1 stem

■ **FLORAL FORM:** Form; Mass

MEANING: Independence



artichoke



asclepias

ASCLEPIAS TUBEROSA

(ah-SKLEE-pee-us too-bur-O-suh)

Also known as Buddleia
Butterfly Bush, Swamp Milkweed,
Red Milkweed, Silkweed

■ AVAILABILITY:



■ COLORS:

White, Purple, Pink, Red, Peach,
Orange, Yellow, Bicolor

■ CHARACTERISTICS:

Clusters of tiny star-shaped
blossoms approximately 1-2"
across on a branching 12-18"
stem with dark green foliage.

■ LASTING QUALITY: 3-5 days

■ PACKAGING: 10 stems

■ FLORAL FORM: Filler; Line

MEANING: Sorrowful remembrance;
Hope in misery



asclepias



aster

ASTER SPECIES
(AS-ter)

Also known as Beauty Aster

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink,
Magenta, Red, Yellow

■ **CHARACTERISTICS:**

Composite blooms 2-3" across
on 12-22" stems.

■ **LASTING QUALITY:** 5-7 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Mass

MEANING: Innocence; Loyal love;
Gentleness; Purity; I partake of your
sentiments; Contentment; Afterthought;
Variety; Daintiness; Elegance; Birth
flower for September



aster



'matsumoto' aster

CALLISTEPHUS CHINENSIS
(ka-LEE-ste-fus chin-EN-sis)

Also known as China Aster,
Rainbow Aster

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink,
Magenta, Red, Peach, Yellow

■ **CHARACTERISTICS:**

Daisy-like 1½-2" flowers on long
laterals are grouped approximately
3 per stem (plus 2 buds). Average
stem length 18-24".

■ **LASTING QUALITY:** 7-10 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Mass

MEANING: Watchful eye; Beginning;
Contentment and love; I will think of
it; Love of variety; Afterthought;
Birth flower for September



aster, 'matsumoto'



spray aster

ASTER NOVI BELGII
(AS-ter NO-vi bel-GEE)

Also known as Michaelmas Daisy,
'Monte Cassino' Aster, Novi Belgii Aster

■ **AVAILABILITY:**



■ **COLORS:**

White, Blue, Lavender, Purple

■ **CHARACTERISTICS:**

Tiny, daisy-like flowers are approximately $\frac{3}{4}$ " across. Flowers are borne in clusters at the end of stalks. Stem length varies from 12-30".

■ **LASTING QUALITY:** 5-7 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Mass; Filler

■ **MEANING:** Afterthought; Daintiness;
Star; Birth flower for September



aster,
spray



miniature calla lily

ZANTEDESCHIA SPECIES
(zan-tee-DES-key-a)

Also known as Mini Calla

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink,
Red, Peach, Orange, Yellow,
Green, Bicolor, Dyed

■ **CHARACTERISTICS:**

Flowers are borne on a spadix at the end of the stem. Colored spathes are 2" long on 10-14" straight stems.

■ **LASTING QUALITY:** 4-8 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Line; Form

MEANING: Magnificent beauty;
Regal; Associated with 6th
wedding anniversary



calla lily, miniature



campanula

CAMPANULA SPECIES
(kam-PAN-u-la)

Also known as Bellflower, Canterbury Bells, Chimney Bells

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink

■ **CHARACTERISTICS:**

Cup or bell-shaped 1-2" flowers appear alternately on 18-24" stems.

■ **LASTING QUALITY:** 5-7 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Line; Form

MEANING: Gratitude; Aspiration



campanula



carnation

DIANTHUS CARYOPHYLLUS
(di-AN-thus ka-ree-OF-fil-us)

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink,
Magenta, Red, Burgundy, Peach,
Orange, Yellow, Green, Bicolor, Dyed

■ **CHARACTERISTICS:**

Double, 2-3" fragrant flowers with
ruffled or smooth-edged petals
bloom on 15-30" stems.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 25 stems

■ **FLORAL FORM:** Mass

MEANING: Fascination; Distinction;
Divine love; Fidelity; Love; Yes;
Birth flower for January; **PURPLE:**
Capriciousness; **STRIPED:** Refusal;
Sorry I can't be with you; No





chinese miniature carnation

DIANTHUS CARYOPHYLLUS NANA
(di-ANTH-us karee-OF-fil-lus NAH-na)

Also known as Mini Carns,
Chinese Minis

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink,
Magenta, Red, Burgundy, Bicolor

■ **CHARACTERISTICS:**

Fragrant double flowers about
1½" across. Available in sprays
of 1-4 flowers per stem with buds,
or as single disbud with only one
flower. Stems are 12-18" long.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 5-10 stems per bunch

■ **FLORAL FORM:** Mass; Filler

MEANING: Divine flowers; Marital bliss;
Birth flower for January; **PURPLE:**
Capriciousness; **STRIPED:** Refusal;
Sorry I can't be with you; No



carnation, chinese miniature



miniature carnation

DIANTHUS CARYOPHYLLUS NANA
(di-AN-thus ka-ree-OF-fil-lus NAH-na)

Also known as Spray Carnations,
Pixie Carnations

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink, Magenta, Red, Burgundy, Peach, Orange, Yellow, Green, Bicolor, Dyed

■ **CHARACTERISTICS:**

Scented double flowers are about 1½" across. Sprays of 1-4 flowers on 12-18" stems.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 5-10 stems per bunch

■ **FLORAL FORM:** Mass; Filler

MEANING: Divine flowers; marital bliss; Birth flower for January; **PURPLE:** Capriciousness; **STRIPED:** Refusal; Sorry I can't be with you; No





chrysanthemum

DENDRANTHEMA X GRANDIFLORUM
(den-drahn-THEE-ma x gran-di-FLOR-um)

Also known as Standard,
Football or Commercial Mum

■ **AVAILABILITY:**



■ **COLORS:**

White, Purple, Yellow, Bronze, Dyed

■ **CHARACTERISTICS:**

Single composite flower 3-8"
across with abundant tubular
petals on an 18-36" stem.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 1 stem

■ **FLORAL FORM:** Mass

MEANING: Hope; Cheerfulness;
Optimism; Rest; Truth; Birth flower
for November



chrysanthemum



cremon chrysanthemum

DENDRANTHEMA X GRANDIFLORUM
(den-drahn-THEE-ma x gran-di-FLOR-um)

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Red,
Yellow, Bronze, Gold

■ **CHARACTERISTICS:**

Single disbud cushion flower
2-4" across on a 18-36" stem.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 10 stem bunch

■ **FLORAL FORM:** Mass

MEANING: Hope; Cheerfulness;
Optimism; Rest; Truth; Birth flower
for November



chrysanthemum, cremon



cushion pompon chrysanthemum

DENDRANTHEMA X GRANDIFLORUM
(den-drahn-THEE-ma x gran-di-FLOR-um)

Also known as Spray Chrysanthemum

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink,
Red, Orange, Yellow, Green,
Bronze, Gold, Bicolor, Dyed

■ **CHARACTERISTICS:**

Three to seven composite flowers
with abundant tubular petals 1-3"
across on 18-36" branching stems.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 1 bunch

■ **FLORAL FORM:** Mass; Filler

MEANING: Hope; Cheerfulness;
Optimism; Rest; Truth;
Birth flower for November



chrysanthemum, cushion pompon



daisy pompon chrysanthemum

DENDRANTHEMA X GRANDIFLORUM
(den-drahn-THEE-ma x gran-di-FLOR-um)

Also known as Spray Chrysanthemum

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink,
Red, Orange, Yellow, Bronze,
Gold, Bicolor, Dyed

■ **CHARACTERISTICS:**

Three to seven small flowers
with 1-2" flat oblong petals
surround a 1" button-like center
on 18-36" branching stems.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 1 bunch

■ **FLORAL FORM:** Mass; Filler

MEANING: Hope; Cheerfulness;
Optimism; Rest; Truth; Birth flower
for November; **DAISY:** Innocence



chrysanthemum, daisy pompon



novelty pompon chrysanthemums

DENDRANTHEMA X GRANDIFLORUM
(den-drahn-THEE-ma x gran-di-FLOR-um)

Also known as Micro Pompons



■ **COLORS:**
White, Lavender, Purple, Pink, Red,
Orange, Yellow, Bronze, Gold,
Bicolor, Dyed

■ **CHARACTERISTICS:**
Three to seven flowers 1-2½”
across on 18-36” branching
stems. Shape, size and color
vary depending on variety.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 1 bunch

■ **FLORAL FORM:** Mass; Filler

MEANING: Hope; Cheerfulness;
Optimism; Rest; Truth; Birth flower
for November



chrysanthemums, novelty pompon



spider chrysanthemum

DENDRANTHEMA X GRANDIFLORUM
(den-drahn-THEE-ma x gran-di-FLOR-um)

Also known as Chinese Chrysanthemum,
Fuji or Snowflake Mum

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink, Red,
Yellow, Green, Bronze, Bicolor

■ **CHARACTERISTICS:** Single flower head
3-5" across with slender, tentacle-like
petals on an 18-36" stem.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 1 stem or 1 bunch

■ **SPECIAL CARE:**
Remove protective net upon arrival.

■ **FLORAL FORM:** Mass; Form

MEANING: Hope; Cheerfulness;
Optimism; Rest; Truth; Birth flower
for November; **SPIDER:** Woman's
love; Purity; **CHINESE:** Loveliness



chrysanthemum, spider



coneflower

RUDBECKIA NITIDA
(rud-BEK-ee-ah NIT-ih-dah)

Also known as Rudbeckia, Echinacea

■ **AVAILABILITY:**



■ **COLORS:** Purple, Yellow

■ **CHARACTERISTICS:**
Daisy-like flower approximately 2-6" across with a spiky cone-shaped center that enlarges as the flower fades. Cones are commercially available through October.

■ **LASTING QUALITY:**
Flowers: 5-7 days
Cones: 7-17 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Mass; Filler

MEANING: Justice; Impartiality





dahlia

DAHLIA HYBRIDS
(DAL-ya)

Also known as Georginas

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink,
Magenta, Red, Burgundy, Peach,
Orange, Yellow, Bicolor

■ **CHARACTERISTICS:**

Flower shape and size depend on variety. Composite blooms are 4-6" across, but some can reach 10-12" across. Stems are 12-36" long. Some have daisy-like centers.

■ **LASTING QUALITY:** 7-10 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Mass

MEANING: Treachery; Elegance and dignity; Instability; Good taste; Forever thine; Associated with 14th wedding anniversary





delphinium

DELPHINIUM ELATUM
(del-FIN-ee-um e-LAY-tum)

Also known as Jacob's Ladder

■ **AVAILABILITY:**



■ **COLORS:**

White, Blue, Lavender, Purple

■ **CHARACTERISTICS:**

Spike-shaped clusters of 1-2" disc-shaped flowers. Spikes are 8-20" long, on 18-40" stems.

■ **LASTING QUALITY:** 5-7 days

■ **PACKAGING:** 5 stems

■ **FLORAL FORM:** Line

MEANING: Big-hearted; Fun; Airy; Come down; Symbol of dolphin; Swift and light; Boldness



delphinium



dianthus

DIANTHUS
(di-ANTH-us)

Also known as Gypsy, Single Carnation

■ **AVAILABILITY:**



■ **COLORS:** Purple, Magenta

■ **CHARACTERISTICS:**
Small single-petal flowers are 1" across on a branching stem with thin, narrow leaves. Stems are 15-20" long.

■ **LASTING QUALITY:** 5-7 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Filler

MEANING: Capriciousness

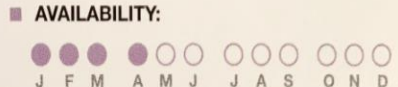


dianthus



flowering branch

Also known as Red Bud Branch



■ **COLORS:** White, Pink, Purple, Peach

■ **CHARACTERISTICS:**
Small teardrop-sized buds on a hardwood branch. Clustered blooms measure about 1/2-1" long. Branches are 30-48" long.

■ **LASTING QUALITY:** 5-7 days

■ **PACKAGING:** Varies depending on source

■ **SPECIAL CARE:**
Obtain branches early. Opening may take 2-5 days. Cut 2" off main branch. Hold at room temperature until buds open then refrigerate.

■ **FLORAL FORM:** Line; Form

MEANING: Youthful love



flowering branch



freesia

FREESIA HYBRIDS
(FREES-ya)

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple,
Pink, Magenta, Red, Orange,
Yellow, Bicolor

■ **CHARACTERISTICS:**

Thin stems bear one-sided spikes
of 4-8 flowers. Fragrant, tubular
flowers are about 1 1/2" long and are
available in single or double blooms.
Stems are 9-18" long.

■ **LASTING QUALITY:** 7-10 days

■ **PACKAGING:** 10 stems

■ **SPECIAL CARE:**

Remove banding and plastic sleeve.
Place in bucket of floral-nutrient
water. Do NOT cut stems.

■ **FLORAL FORM:** Form

MEANING: Innocence; Spirited; Careful
and calm love; Thoughtfulness



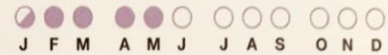


fritillaria

FRITILLARIA
(frit-ill-AIR-ee-ah)

Also known as Fritillary

■ **AVAILABILITY:**



■ **COLORS:** Purple, Orange, Bicolor

■ **CHARACTERISTICS:**

Flowers vary in size and shape, from small, delicate flowers to large stalks with multiple flower heads. Small flowers: 2-3" blooms, 8-12" stems. Large flowers: 4-6" blooms, 18-28" stems.

■ **LASTING QUALITY:** 5-7 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Line

MEANING: The power to please;
PURPLE-WHITE CHECKERED: Persecution



fritillaria



gladiolus

GLADIOLUS HYBRIDS
(gla-dee-O-lus)

Also known as Corn Lily, Sword Lily

■ **AVAILABILITY:**



■ **COLORS:**

White, Blue, Lavender, Purple, Pink,
Magenta, Red, Burgundy, Peach,
Orange, Yellow, Green, Bicolor

■ **CHARACTERISTICS:**

Florets 3-5" across form on a
spike on stems 36-48" long. Flower
forms can be plain, ruffled, fringed,
rosebud-like or tulip-shaped.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Line; Mass

MEANING: Strength of character;
Sincerity; Natural grace; Ready or armed;
Remembrance; Infatuation; Splendid
beauty; Give me a break; Admiration;
Tells the recipient they "pierce the heart
like a sword"; Birth flower for August



gladiolus



hyacinth

HYACINTHUS ORIENTALIS
(HY-ah-SINTH-us or-ee-en-TAY-lis)

■ **AVAILABILITY:**



■ **COLORS:**

White, Blue, Lavender, Purple, Pink,
Magenta, Peach, Orange, Yellow

■ **CHARACTERISTICS:**

Clusters of 1½-2" star-shaped flowers
form a rounded spike on 6-8" stems.

■ **LASTING QUALITY:** 3-7 days

■ **PACKAGING:** 5 stems

■ **SPECIAL CARE:**

Use special bulb flower nutrient.
Keep at room temperature in a
container without other flowers for
at least 6 hours. Refrigerate for 2
hours before using. Prolonged
refrigeration will reduce fragrance.

■ **FLORAL FORM:** Mass; Form

MEANING: Sport; Game; Play; Young
love; Rashness; **PURPLE:** Sorrow;
Jealousy; I am sorry; Please forgive me



hyacinth



hydrangea

HYDRANGEA MACROPHYLLA
(hy-DRAIN-ja mak-row-FYE-lah)

■ **AVAILABILITY:**



■ **COLORS:**

White, Blue, Lavender, Purple, Pink,
Red, Green

■ **CHARACTERISTICS:**

Flat, papery flowers approximately
1" across are borne in terminal heads
4-8" wide. Stems are 10-24" long.

■ **LASTING QUALITY:** 5-10 days

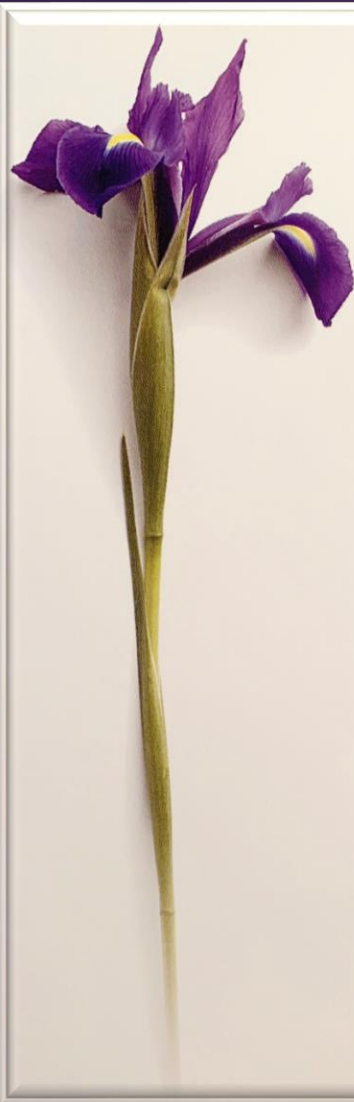
■ **PACKAGING:** 1 stem or 5 stem bunch

■ **FLORAL FORM:** Mass; Form

MEANING: Perseverance; Frigidity;
Heartlessness; Boastfulness; Vanity;
Thank you for understanding



hydrangea



iris

IRIS HYBRIDS (EYE-ris)

■ **AVAILABILITY:**



■ **COLORS:**

White, Blue, Lavender, Purple, Yellow

■ **CHARACTERISTICS:** Flower heads 4-6" across consist of three outer and three inner petals. Stem length is 15-24".

■ **LASTING QUALITY:** 3-7 days

■ **PACKAGING:** 10 stems

■ **SPECIAL CARE:**

Leave at room temperature until flower begins to open.

■ **FLORAL FORM:** Form

MEANING: Inspiration; A message for thee; Faith, wisdom and valor; Hope; Good luck gift to a man; Emblem to warrior; Dedicated to the goddess of the rainbow; Your friendship means so much to me; My compliments; Associated with 25th wedding anniversary;
PURPLE: Wisdom; Compliments



IRIS



larkspur

CONSOLIDA AMBIGUA
(kon-SO-li-da am-BIG-ew-a)

Also known as Larkshhead, Larkstoe,
Larksclaw, Knightspur

■ **AVAILABILITY:**



■ **COLORS:**

White, Blue, Lavender, Purple, Pink

■ **CHARACTERISTICS:**

Numerous 1/2-1" flowers are
closely packed on 8-18" spikes.
Stems are 24-48" long.

■ **LASTING QUALITY:** 7-10 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Line

MEANING: Fickleness; Ardent
attachment; Levity; Lightness; Beautiful
spirit; Open heart; Birth flower for July;
PURPLE: Haughtiness; First love



larkspur



leptospermum foliage

LEPTOSPERMUM
(lep-to-SPUR-mum)

Also known as Lepto Foliage

■ **AVAILABILITY:**



■ **COLORS:** Purple

■ **CHARACTERISTICS:**
Single 1" flowers clustered on a 12-18" branch with short needle-like leaves.

■ **LASTING QUALITY:** 5 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Filler

MEANING: Rough



leptospermum foliage



lily

LILIUM HYBRIDUM
(LIL-ee-um hi-BRI-dum)

Also known as Hybrid Lily, Oriental Lily

■ **AVAILABILITY:**



■ **COLORS:**

White, Purple, Pink, Magenta, Red,
Peach, Orange, Yellow, Bicolor, Dyed

■ **CHARACTERISTICS:**

Cup-shaped flowers are 4-8" across,
with 3-6 flowers on short laterals
atop 24-36" stems.

■ **LASTING QUALITY:** 5-10 days

■ **PACKAGING:** 10 stems

■ **SPECIAL CARE:**

Pull off anthers to prevent
pollen stains.

■ **FLORAL FORM:** Form

MEANING: Purity; Majesty; Wealth;
Pride; Innocence



lily



limonium

LIMONIUM
(lee-MO-ni-um)

Also known as Misty Blue, Caspia

■ **AVAILABILITY:**



■ **COLORS:** White, Lavender, Purple

■ **CHARACTERISTICS:**

Clusters of small bracts with star-shaped $\frac{1}{8}$ - $\frac{1}{4}$ " flowers in center. Blooms form on multi-branching stems.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 1 bunch

■ **FLORAL FORM:** Filler

MEANING: Formality





lisianthus

EUSTOMA GRANDIFLORUM

(yew-STOW-mah gran-di-FLOR-um)

Also known as Prairie Gentian

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink,
Peach, Yellow, Bicolor

■ **CHARACTERISTICS:**

Five or more cup-shaped blooms
1½-3" across. Single and double
forms are available. Branch stems
range in length from 18-48".

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Mass

MEANING: Calming; Faithfulness



lisianthus



orchids

■ **AVAILABILITY:**



■ **COLORS:** Varies by variety

■ **CHARACTERISTICS:**

Dendrobium and Phalaenopsis:

See Blue/Lavender deck.

Cymbidium and Novelty:

See Yellow deck.

Cattleya: 3-8" across.

■ **LASTING QUALITY:**

4-10 days, depending on variety

■ **PACKAGING:**

1 flower, 1 stem or 10 stems per bunch

■ **SPECIAL CARE:**

Temperature sensitive. Store at 45-55°F. Remove water tubes and place in fresh water.

■ **FLORAL FORM:** Form; Mass; Line

MEANING: Love; Refinement;
Symbol for many children; Ecstasy;
Promotes strength; Rare beauty





ornamental cabbage

BRASSICA
(BRAH-sic-a)

■ **AVAILABILITY:**



■ **COLORS:**

White, Purple, Green, Bicolor

■ **CHARACTERISTICS:**

Cabbage-like flower with a white or purple center atop a 12-15" single stem.

■ **LASTING QUALITY:** 7-10 days

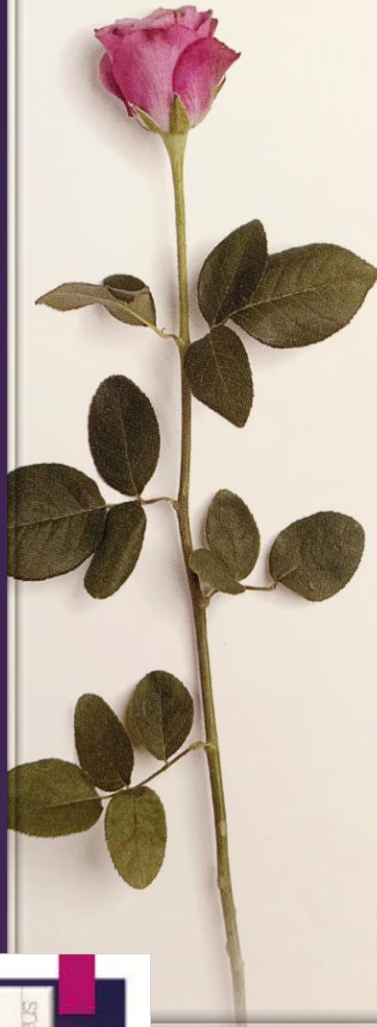
■ **PACKAGING:** 1 stem

■ **FLORAL FORM:** Mass

MEANING: Profit



ornamental cabbage



rose

ROSA HYBRIDS
(ROH-za)

■ AVAILABILITY:



■ COLORS:

White, Lavender, Purple, Pink,
Magenta, Red, Peach, Orange,
Yellow, Green, Bicolor, Dyed

■ CHARACTERISTICS:

Single 1½-2" bud opens to a
3-5" flower on a 15-36" stem.

■ LASTING QUALITY: 5-7 days

■ PACKAGING: 25 stems

■ FLORAL FORM: Mass

MEANING: Spirit flower; Beauty; Love;
Passion; Perfection; Birth flower for
June; Associated with 15th wedding
anniversary; National flower of the
United States; **PURPLE:** Reward of
virtue; Worthy of royalty;
THORNLESS: Love at first sight



'MYSTERY'



'COOL WATER'



'HALLOWEEN'

rose





snapdragon

ANTIRRHINUM MAJUS
(an-tee-RY-num MAY-jus)

Also known as Dragon Flower,
Snow Dragon

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink,
Magenta, Red, Peach, Orange,
Yellow, Bicolor

■ **CHARACTERISTICS:**

Florets 1½" in size are clustered
along a spike 6-10" long. Stems
are 15-45" long. Stems grow
toward the light.

■ **LASTING QUALITY:** 5-8 days

■ **PACKAGING:** 10 stems

■ **SPECIAL CARE:**

Very sensitive to ethylene gas.

■ **FLORAL FORM:** Line

MEANING: Deception; Presumption;
Let's be impetuous; Gracious lady; No



snapdragon



statice

LIMONIUM SINUATUM
(lee-MO-ni-um sin-u-AY-tum)

Also known as Sea Lavender



■ **COLORS:**
White, Blue, Lavender, Purple,
Pink, Magenta, Peach, Yellow

■ **CHARACTERISTICS:**
Bracts are composed of $\frac{3}{8}$ " clustered florets on 1-2" long branching laterals atop 18" long stems. Small flowers in the centers of the bracts may be white or yellow.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** Bunch

■ **FLORAL FORM:** Filler

MEANING: Formality; Success;
Sympathy; Remembrance;
Lasting beauty





seafoam statice

LIMONIUM PEREZII
(lee-MO-ni-um pehr-EE-zee)

Also known as Sea Lavender

■ **AVAILABILITY:**



■ **COLORS:** Purple

■ **CHARACTERISTICS:**
Arching, multibranching stems 15-18" long have clusters of 1" bracts.

■ **LASTING QUALITY:** 7-14 days

■ **PACKAGING:** 1 bunch

■ **FLORAL FORM:** Filler

MEANING: Formality; Success;
Sympathy; Remembrance;
Lasting beauty



statice, seafoam



stock

MATTHIOLA INCANA
(ma-THEE-o-la in-KAH-na)

Also known as Gilliflower

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink,
Magenta, Peach, Yellow

■ **CHARACTERISTICS:**

Clusters of 1" florets form a
flower spike 6-7" long.
Stems are 12-18" long.

■ **LASTING QUALITY:** 5-7 days

■ **PACKAGING:** 10 stems

■ **SPECIAL CARE:**

Prolonged refrigeration can
result in loss of fragrance.

■ **FLORAL FORM:** Line; Mass

MEANING: Lasting love; Lasting beauty;
Said to have grown in Paradise; Bonds
of affection; Promptness; You'll always
be beautiful to me



stock



sweet pea

LATHYRUS ODORATUS
(LATH-i-rus o-do-RAH-tus)

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink

■ **CHARACTERISTICS:**

Papery, butterfly-shaped petals with a frilled appearance form blooms 1-1½" across. Stems are 12-15" with an average of 5 well-spaced blossoms.

■ **LASTING QUALITY:** 3-7 days

■ **PACKAGING:** 25 stems

■ **FLORAL FORM:** Form

MEANING: Remember me; Blissful pleasure; Shyness; Thank you for a lovely time; Birth flower for April; Associated with 30th wedding anniversary; **PURPLE:** Goodbye





sweet william

DIANTHUS BARBATUS
(di-ANTH-us bar-BAH-tus)

■ **AVAILABILITY:**



■ **COLORS:**

White, Purple, Pink, Magenta,
Red, Bicolor

■ **CHARACTERISTICS:**

Densely packed clusters of tiny florets, 2-4" across at the tip of 6-12" stems. Flowers may be single or double forms.

■ **LASTING QUALITY:** 3-10 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Filler

MEANING: Gallantry; Grant me one smile;
Smile; Bravery; Finesse; Perfection



Sweet william



trachelium

TRACHELIUM CAERULEUM
(tray-KEY-li-um cay-ROO-lee-um)

Also known as Throatwort,
Blue Lace Flower

■ **AVAILABILITY:**



■ **COLORS:** White, Purple

■ **CHARACTERISTICS:**
Flower heads up to 6" across are
comprised of clusters of tiny florets.
Stems are 20-28" long.

■ **LASTING QUALITY:** 7-10 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Mass; Filler

MEANING: Neglected beauty



trachelium



tulip

TULIPA HYBRIDS
(TOO-lip-ah)

■ **AVAILABILITY:**

● ● ● ● ● ○ ○ ○ ○ ● ● ● ●
J F M A M J J A S O N D

■ **COLORS:**
White, Lavender, Purple, Pink,
Magenta, Red, Peach, Orange,
Yellow, Green, Bicolor

■ **CHARACTERISTICS:** Flowers are
2-4" atop 12-24" stems.

■ **LASTING QUALITY:** 3-7 days

■ **PACKAGING:** 10 stems

■ **SPECIAL CARE:** Leave sleeves on
bunches and process in cold water.
Tulips naturally open and grow
toward a light source. No known
care and handling procedure will
prevent tulips from opening.

■ **FLORAL FORM:** Mass; Form

MEANING: Fame; Perfect lover;
PURPLE: Undying love; Royalty;
VARIEGATED: Beautiful eyes;
Enchantment





violet

SAINTPAULIA IONANTHA
(saynt-PALL-ee-ah eye-oh-NAN-thah)

■ **AVAILABILITY:**



■ **COLORS:**

White, Blue, Lavender, Purple,
Pink, Yellow, Bicolor

■ **CHARACTERISTICS:**

Small 1/2-1 1/2" blooms with ruffled petals have a tiny yellow center. Fuzzy, round 2" leaves are 2-4" tall.

■ **LASTING QUALITY:**

Plant: 7-14 days; Floret: 1-2 days

■ **PACKAGING:** Plant

■ **FLORAL FORM:** Mass; Filler

MEANING: Watchfulness; Modesty; Faithfulness; Innocence; Understated beauty; Associated with 50th wedding anniversary; Birth flower for February; **BLUE:** Faithfulness; Love; Loyalty; I'll always be true; **WHITE:** Candor; Modesty; Hope; Let's take a chance; Youthful innocence; **PURPLE:** Thoughts of you; **YELLOW:** Love of country



violet



zinnia

ZINNIA ELEGANS
(ZIN-ee-a EL-uh-ganz)

■ **AVAILABILITY:**



■ **COLORS:**

White, Lavender, Purple, Pink, Red,
Peach, Orange, Yellow, Green

■ **CHARACTERISTICS:**

Depending on the variety, flower heads range from 1-3" across. Some forms are button-type while others resemble dahlias. Stems are 12-36" long.

■ **LASTING QUALITY:** 4-5 days

■ **PACKAGING:** 10 stems

■ **FLORAL FORM:** Mass

MEANING: Thoughts of absent friends; Absence



zinnia