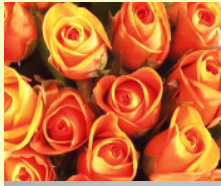


10 rules for longer lasting cut roses...



1. Pay attention to maturity stage
Cut or buy only roses of sufficient maturity and quality (buds with slightly open petals).

2. Transport only in water
After cutting from mother plant, air bubbles enter the cut flower stem, block the vessels and that reduces their water supply. Wrap your cut flowers well during transport to reduce water loss from leaves. Transport for long distances should be done always in water.

3. Cut off the stem
Before you place your flowers in a vase, cut at least 3 cm off the stem with sharp knife or pruning shears to re-open the blocked stem vessels to increase water uptake.

4. Clean vases only
Ensure that you use clean vases only to avoid contamination with bacteria and fungi, and clogging of the vascular system. Remove all leaves which may be in the vase water as they also pollute the vase solution.

5. Use a cut flower food
Always use a cut flower food to vase water; for its preparation use fresh water and follow user instructions. Cut flower food contains all necessary ingredients for natural development of cut flowers, supports water uptake and prevents growth of micro-organisms in the vase solution.

6. Re-cutting is essential
If you do not use a cut flower food, change the vase water every 2-3 days and re-cut the flower stems.

7. Do not use "home brews"
Lemon juice, copper coins or adding of sugar into vase water has generally little effect on improving vase life, and may even reduce vase life.

8. No "special handling"
Do not burn, cook, split stems, do not use scissors or any other radical methods! They do not improve vase life of cut flowers.

9. Avoid draughts
Avoid exposure of cut flowers to draughts, direct sun, heat, ripening fruits and cigarette smoke as they will reduce their vase life.

10. If flowers wilt,
re-cut at least 5 cm off the stem, wrap them in moist paper, place them over night in a deep vase with cut flower food in a cool dark room.