

Remember To:

- Get UPCs of any new items in the format as indicated on slide 2
- Label Jpeg pictures sent in with UPC as indicated on slide 2
- Description of the item
- Indication of which category from slide 3 it falls under so it is clear information. Example: Indoor Floral, Bouquet, Mixed Bouquet or Outdoor Floral, Hydrangea Plant



Visual Guide



081234502661_1.jpg

Product	Category	Sub-Category	Segment	UPC as in slide 2
Indoor Floral	Arrangement	Vase Arrangement	Vase Arrangement	81234502661
Outdoor Floral	Potted Plant	Shrub	Hydrangea Shrub	14562192001



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CURRENT CATEGORIES

Roses

Indoor Floral

Bouquets

Indoor Floral

**Consumer
Bunches**

Indoor Floral

Arrangements

Indoor Floral

**Indoor Potted
Plants**

Indoor Floral

**Outdoor
Floral**

Outdoor Floral

Seeds

Outdoor Floral

Bulb

Outdoor Floral

Holiday

Outdoor Floral



Metrics and Definitions

Floral Department Sales are classified as:

Indoor Floral

Arrangements corsages, boutonnieres, leis, flowers in vases or foam etc

Bouquets all flowers mixed in a sleeve

Bulbs and Bulb Kits amaryllis kits etc

Consumer Bunches any single commodity in a sleeve other than roses

Roses items at least 75% make up of roses

Indoor Potted Plants plants for indoor use including Herbs if sold in Floral

Outdoor Floral

Holiday strictly outdoor use holiday items like hay bales, corn stalks, live Christmas trees, wreaths and holiday greenery

Outdoor Plants plans typically sold for outdoor use like trees, shrubs, flats, vegetables, annual and perennial flowering plants etc

Seed packets sold for outdoor use, vegetables, annuals etc.

