

# creative florist

NEWS | FEATURES | PRODUCTS | INSPIRATION

## OASIS® on the Road...

Bus, train and car...  
we've travelled the UK  
to meet our customers.

### Also in this issue...

#### Spring Fever...

We've got it in spades and  
so has the new collection!

#### No more cutting...

Why care and conditioning  
has turned alien!

#### Coffee break...

We meet Morgan Douglas  
Nuth, owner of Old Oak  
Florist and self-confessed  
flower food convert.

#### Inspiration Station

Up to the minute tips  
and advice to help  
your business.

**oasis**®  
FLORAL PRODUCTS

[oasisfloral.co.uk/creativeflorist](http://oasisfloral.co.uk/creativeflorist)

Image: Morgan Douglas Nuth



# Welcome to Spring...

OK so it's still a bit chilly outside but the bulbs are popping through, the last of the glitter has finally disappeared and you're down to finding just the odd pine needle rather than hundreds. Hurrah; it's the start of a new year and all sorts of new loveliness to excite your customers with.

Which, at OASIS® Towers, kicks off with our new Spring collection from February 2018. All of your old favourites and loads of lovely new lines that work perfectly with the 2018 trends. Oh yes and all chosen to make sure your work is as profitable as it is creative.

Because having worked with florists for over 50 years we know it's tough and most definitely not just about 'playing with flowers'. That's why we have visited so many shops in the last few months to make sure we're doing what you need us to do; just one of the reasons our strap line is "You and Oasis, the Perfect Partnership".

In the meantime thank you for the fabulous feedback to our new magazine and all your other lovely comments. We'll be back on the road this year but in the meantime make sure you connect with us on Facebook and don't forget to bookmark our website [www.oasisfloral.co.uk](http://www.oasisfloral.co.uk) - it's got even more loveliness to enjoy!

## Seasons Greetings from OASIS® Floral Products

On the 8th December, The OASIS® team donned their most festive Christmas jumpers in aid to create valuable fund's for Cash for Kids. From festive jumpers to fun tombolas, the team raised £369! Well done everyone!



# YOU & OASIS®



It's all very well having the most fabulous range - did you know we have over 3000 lines? - but the ultimate accolade is what YOU say about us.

Which is why we are so proud of our Trust Pilot ratings which currently stand at a staggering 9.3 out of 10. Obviously we'd like 10 out of 10 but that's why we take even the rare complaint so seriously - if we mess up we know it has to be put right instantly.

With over 170 fantastic reviews it's hard to choose our favourite and to be honest we are incredibly grateful when any of you

take the time out of your busy day to say nice things about us... but we like to think the comments from florists like Flower Folk and Evolve sum up what we are about.

Making sure we don't just have the best range but deliver your order on time, in one piece and at the best possible price. With reviews like this we like to think we're getting something right but remember we are always here to help!

Our customers say **Excellent**  **9.3 out of 10 based on 178 reviews**  Powered by TRUSTPILOT

## What YOU say about us...

"Really good quality products from the leaders in floristry sundries and always spot on for value!"

Mrs S. Wright

"Fast delivery, lovely products, good prices. Low order value for free next day delivery. All round great supplier." Flower Folk

"A very easy website to use with a quick and efficient delivery service." Nadine Bodinnar

"Great products at great prices! One product was missed from the last delivery and was dealt with swiftly and delivered the next day. Excellent service from the customer support team."

Evolve Flowers

"Website is easy to find things. Excellent that its only for proven florists. Minimum order value for free delivery is convenient and delivery is quick. Being able to order direct from Oasis is proving a boon." Hannah

# OASIS® Floral Products on the Road...

We were literally on the road through Autumn when we joined forces with a number of other industry names to support the Floristry Education Bus which toured around England, Wales and Scotland!

Affectionately called Florence, the bus, which was a joint effort between Florismart, BFA, Chrysal, Floristpro, Country Baskets, Claire Cowling Books, Strelitzia and ourselves, went on a seven week tour calling at a massive 47 different places from as far north as Glasgow and Kilmarnock and down to Bath.



At Fleurex we met another great bunch of florists and students and of course we've had our own schedule of shop visits which have been fabulous. A chance to talk one-on-one with florists from around the UK including the fabulous and infectiously enthusiastic Simon Lycett who is a massive user of our range and Neill Strain who has the most gorgeous shop in Belgravia.

Up in Leeds we met up with Alan Brown Flowers as well as Sally Johnson who runs event florists Serendipity and Rylee Flowers in Wakefield who both appreciate the quality of our foam. And for our last visit of the year we joined the team behind the Cambridge Flower School who were hosting a special open evening to promote their 2018 programme including the Intensive Floristry Career Course they offer.

Like all our visits it was great fun meeting florists and aspiring florists; in fact what we've loved most about being on the road is seeing how enthusiastic everyone is so we're looking at ways we can work together more closely – keep your eyes peeled for news!



OASIS® Floral Products stand at Fleurex.



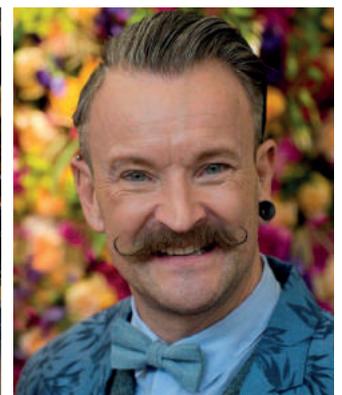
Our marketing manager, Sarah, on the Florismart education bus.



Sarah visiting Neill Strain florists.



Old Oak Florists



Simon Lycett

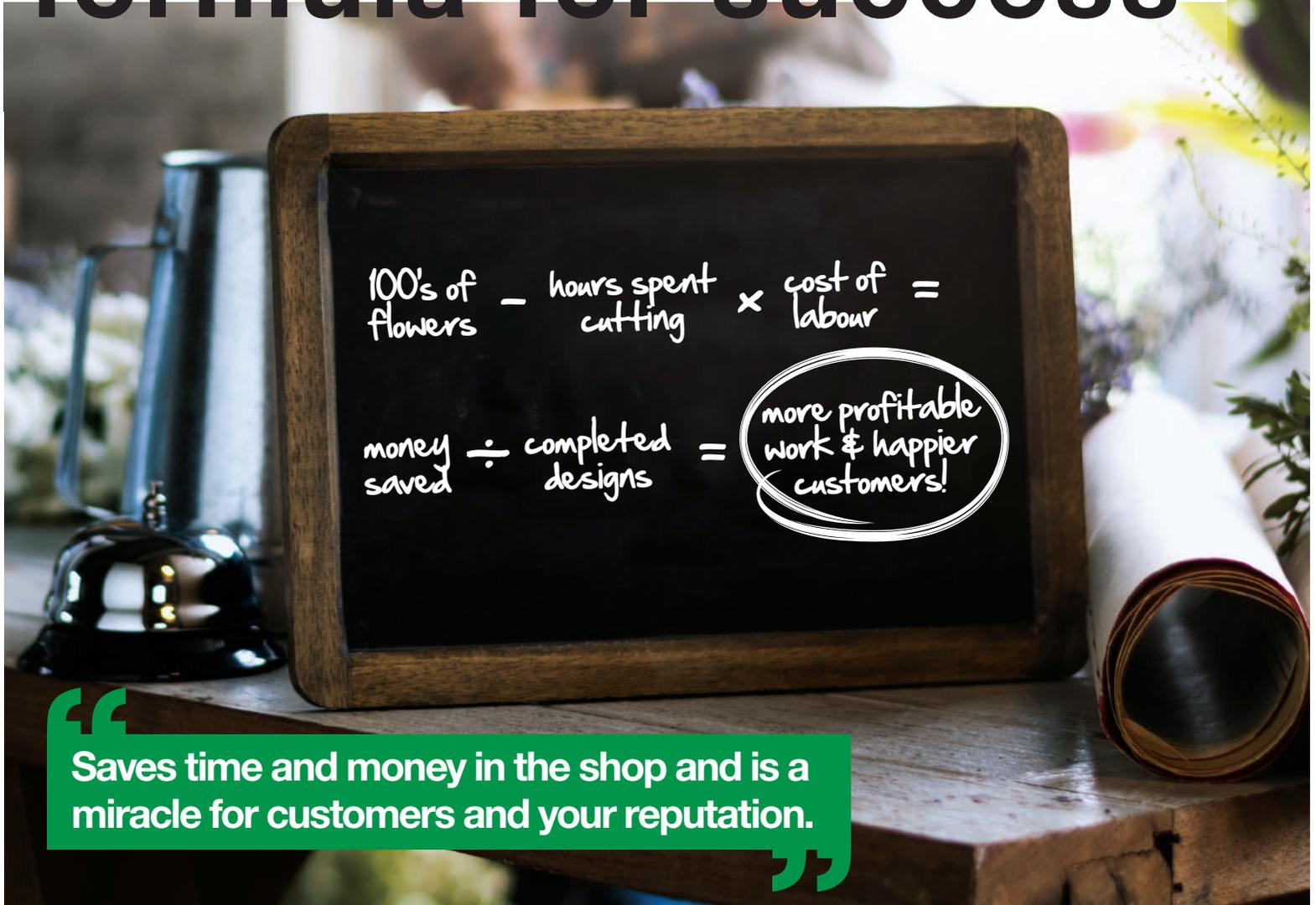


Cambridge Flower School



Neill Strain in Belgravia

# Floralife Express: A formula for success



Saves time and money in the shop and is a miracle for customers and your reputation.

## No more cutting... the alien art of profitable care and conditioning.

We are now just weeks away from the two biggest events in your diary and the time when you have the chance to show what you are really made of.

Because St Valentine's and Mother's Day is when those lovely once a year buyers come out looking for the best (usually wanting to spend the least!) and suddenly your shop looks like a bomb site with thousands of flowers all of which need cutting and conditioning but there just aren't enough hours in the day!

Fear not! This is exactly what our **Floralife® Express** system is all about. The no cut flower food - or "scissors in a sachet" as our friends at The Florist Magazine called it - means you can literally just take off the lower leaves, place flowers in the food filled buckets and walk away knowing they will be fine... indeed better than fine as independent tests have proved.

Now we know this is a totally alien concept that is probably hard to get your head round. After all, for years we've been telling you to cut your flowers at a sharp angle, but like all sciences things change and develop and flower treatment is a science.

In fact we have spent a heck of a lot of time and money trying to make the care and conditioning

process easier for you and, perhaps more importantly, your customer by developing a flower food that allows flowers to drink food treated water... even through uncut stems!

Not only a brilliant way to save you time and money in the shop; and hugely useful at peaks and for wedding and event work but a miracle for the customer and your reputation.

Because think about it. How many times have they come back and said their flowers died? You and we know that it wasn't anything you did; after all you used **Floralife® 200** so you know you did your bit. But did they do theirs? Did they really cut the stems before putting them in the vase and did they use the food properly. Probably not but now there is a solution.



**The no cut flower food or “scissors in a sachet” that allows flowers to drink even through uncut stems.**

Because the risk of poor customer care is reduced if you also give them a sachet of **Floralife® Express** and as long as they use it (hey we know there is a limit on how much you can expect!) the flowers will last and even bent neck syndrome on roses is reduced!

To call **Floralife® Express** a miracle is perhaps a bit extreme but those who have tried it now swear by it and wouldn't go back to the old ways.

It takes getting used to. You might have to lock your knife away at the beginning because you'll be itching to cut but as long as you get the dosage spot on - as with all flower food you need to use the

right amount as too much or too little just won't work – once you're into the swing you can save a fortune in time and your customer's won't have any excuses either.

Still not convinced? Then why not try it yourself with our special sample pack. All you need to do is email [ukinfo@smithersoasis.com](mailto:ukinfo@smithersoasis.com) and we'll whizz one out to you.

And remember if you have any questions we are here to help... we want your flowers to last as long as you do!



**Floralife® Cleaner**

Art no: 84-10010

Cleans flower buckets, design and packaging benches, cooler walls and floors, tools, counter tops and more.



**Floralife® Quick Dip**

Art no: 80-10205

Instant hydration for thirsty flowers. Available in 1 litre / 250ml bottles.



**Floralife® Flower Food**

Art no: 82-10140

Hydrates and nourishes flowers.



**Floralife® Finishing Touch 1 litre Spray**

Art no: 83-10282

Floralife® Finishing Touch Spray refreshes, hydrates and protects any arrangement. Available in 5 litre and 250ml.



**Floralife® Express**

- 1st to market in the UK
- Long lasting flowers
- No need to cut the stem
- No mess
- Easy to use
- Keeps stems hydrated, clear and free flowing helping to reduce bent neck.

Order your **FREE Floralife® Express** sample today from [ukinfo@smithersoasis.com](mailto:ukinfo@smithersoasis.com)

# Spring has sprung.

How working  
with trends can  
put a spring in  
your profits...

See our full  
Spring/Summer  
2018 range at  
[oasisfloral.co.uk](http://oasisfloral.co.uk)

**Everyone loves a trend, even if short lived they're a great way to make people look cutting edge and en vogue as well as the perfect excuse to splash the cash a bit on new things.**

Because even if you don't slavishly follow every part of a trend you can often add a flavour without it costing a fortune. Which is where flowers and plants are so fabulous because they make it so easy to add in 'splashes of a trend' at a relatively low cost.

But to make the most of the sale potential you need to be trend aware as well to make sure you're plugging the gap. We took a look at The Flower Council of Hollands 2018 Trend predictions to see where our new collections could work.

**Punk Rebooted**

It's a trend that screams power, freedom and unorthodox ways of doing things.

Rules are made to be broken as well as obeyed, the shapes are raw, rough, quirky and pointy while colours are contrasting with red as the statement colour and green, beige and skin tones used to soften things down.

Here we are loving the new Ceramics we've introduced like our Troyes collection (right) which give that whole rough, raw look but are the perfect foil to the brilliant orange and red pointy flowers like the Strelitzia and Calla.



**Troyes Vase**  
Art Nos: 45-01592 (left) / 45-01591 (right)

**Troyes Vase with Handles**  
Art Nos: 45-01597 (left) / 45-01596 (right)



**Troyes Pot**  
Art Nos: 45-01595 (left) / 45-01594 (centre) / 45-01593 (right)



**Romance 3.0**

Super luxurious, opulent and with rich intense colours Romance 3.0 is all about decadence with a capital D.

Voluminous, extravagant and engaging with extra full and extra decorative shapes, a diverse and rich palette of colours from pastels to intensive darker shades and purple's making a comeback! By name and content this is just perfect for St Valentine's.

Why not offer a red and purple twist on our fabulous Angers Wooden Tray design (right bottom). . . texture and lushness guaranteed, or use our velvet black hatboxes (right top) for a twist on the classic dozen bouquet. And if they do want a hand tied mix and match, our cellophanes (left), are perfect for a double dash of decadence.



**Symphony Hat Boxes**  
Art No: 41-00758 Set of three, available in a variety of colours.



**Angers Wooden Tray**  
Size: 45 x 30 x 10cm Art No: 45-01574

**Re-assemble**

Unforced and easy, everything can be combined and replaced to give a different playful look.

It's all about mixing old and new and working in contrasts to create this trend. Designs are airy and consist of loose elements, shapes are random and varied... almost merged to create a collage feel and the colour palette is just as diverse from brights and pastels to neutrals and faded with a heavy emphasis on greens.

Colour wise our Matisse Tins (far right top), are perfect as they give the pastel colours that work brilliantly with plants. If it's the faded look you're after then our Victorian Tin (far right bottom) range is brilliantly versatile or why not make hanging designs with our oh so pretty Mini Glass Bottles (right)... remember this is trend is all about making a playful look!



**Mini Glass Bottles**  
Art Nos 45-00512 (pink) / 45-00513 (blue) / 45-00514 (green) / 45-00515 (red) / 45-00522 (grey)



**Matisse Tin Pot (Lined)**  
Art Nos: (clockwise from top) 45-01050 / 45-01048 / 45-01049 / 45-01051



**Victorian Tin Jug & Milk Churn**  
Art Nos 45-00737 (left) / 45-00738 (centre) / 45-00739 (right)



# Coffee Break

with Morgan Douglas Nuth

Morgan Douglas Nuth didn't plan to be a florist. OK, getting a Sunday job at the same florist his Mum worked for was logical but long term and following his degree course he was planning to be a dance teacher. He then went traveling and for two years worked in florists around the world including Australia and Japan. And it was in Japan he had his lightbulb moment and realised floristry was what he really wanted to do.

Returning to the UK he started working in London and now, 20 years later he has two shops, Chelsea Gold Medals under his belt, a portfolio of top end fashion clients to die for, regular stylist gigs and

is an ambassador for OASIS® Floral Products. We went to his shop and discovered how this flamboyant yet perfectionist florist juggles the shops, regular demonstrations, deals with his loo roll crisis and takes Ascot hats to new heights.

**What would be the one Oasis product you could never be without again?** That's easy! Foam... particularly OASIS® event foam (purple foam) and Designer Board. When I started we had to use chicken wire and moss if we needed to make anything complex so Designer Board was a total life changer. I got asked to make a Formula 1 car on a track and had an afternoon to do it. If I

hadn't had my Designer Board it would have been impossible. Instead I went down to the workroom, did it and had a very happy client at 5.30.

Purple is my favourite foam, I know that sounds cheesy but as a demonstrator I've worked with a lot of different floral foams and honest answer is they just aren't as good. It's why I agreed to become an Ambassador – if I hadn't thought it was a good product I couldn't do the job. With Purple Event foam I have total trust. We make many of our big event pieces and contract work in the shop and deliver into site and I know it will travel well, hold the flowers and look great for ages.

**With Purple Event foam I have total trust... I know it will travel well, hold the flowers and look great for ages. Quite simply no other foam has given me the same assurances.**

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**How do you find working with bridal parties?** 30 to 40% of our business is weddings and mostly they are fab. However I have learned to be very selective on what jobs we take these days. It may be a big budget but weddings are hugely time consuming and labour intensive... not to mention all the logistics so you need to be careful you cost it ALL out. In terms of design ideas most of our brides trust us. Yes they come in with ideas but not necessarily the ones they really want so my job is to steer them in the right direction so they are happy.

I've also found a way of helping brides who want to do their own flowers. I run a 'hen party' course where they can come, for a fee, and practice making the bits they want to make... you know like table decs or pew ends. We serve Prosecco and nibbles, I show them how to make it and then it's their turn. In reality 70% of the time they realise it's actually a bit trickier than they thought and ask us to do it instead; the times they are happy to do it themselves they've paid for the evening, usually ordered the flowers from me at a 10% discount and everyone is happy.

**What do you find most difficult about the job?** Customers or job applicants who don't appreciate the skill in being a florist. I think too many people look at floristry through rose tinted glasses and just think it's easy and that we play with flowers all day! I like to remind people that all my staff are highly skilled; they didn't just come in and start creating, they had to study and work hard. It's why I took the wall down between the shop and workroom at the Ascot shop so people can see the team working and hopefully realise that it takes time and skill.

**Where do you get your inspiration?** Other than Mother Nature social media has to be a major influencer these days for us and our customers and has meant trends change a lot faster these days: for example the switch I'm seeing from roundy moundy posies for weddings to twists on tear drops but with interesting accessories like fabric and wood.

Watching other demonstrations, looking at magazines, working with fashion houses... it all helps but Mother Nature is the biggest factor and by default means things change every season

simply because the flowers and colours do. Yes there are all year round varieties but there are still enough unique for the time of year varieties that spark off ideas.

**As a shop owner what would be your top tips?** Don't try and do everything too quickly. Do the simplest thing and get it perfect before moving on. Get experience of working in a shop even if it's for free or very little pay; practical experience is the only way to learn. In the beginning it will, and should be, by rote but once you've got the basics then you can start adding in your personality.

**Don't try and do everything too quickly. Do the simplest thing and get it perfect before moving on.**

**After 20 years of being the boss what advice would you give someone starting out?** Deffo use flower food! I was like many florists. Couldn't see the point, thought it was bunkum and that my flowers were good enough without. Then I thought I better test it out. Not because OASIS® Floral Products said I had to, they knew my position and said as long as I didn't diss it then fine. But I was curious so gave it a try! To be honest it made such a difference to the flowers in the shop and to the way the flowers lasted for the customers so wastage and complaints were non-existent. I could have kicked myself for being so stubborn but I saw the light eventually!!

Oh and don't forget the finishing touches. Your identity leaves the store with the product so make sure people can easily identify it as yours. Flowers are a luxury and like most florists my customers use supermarkets. But if they want something special they come to me so I make sure it looks fabulous however much they spend. We have our own branded bags, boxes, tissue the lot, I want people to go "Ooooooh they got flowers from Old Oak" when they see them being carried down the street.

But my biggest tip is only do work that is profitable. Your most valuable commodity is your time and skill... don't give it away. Someone has asked you to do something so charge for it and charge properly... as the L'Oréal ads say "you're worth it."

**As the L'Oréal ads say "you're worth it."**

**If you were stranded on a desert island what flower would you have to have?** In theory would depend on the season but my ultimate flower is the Black Widow Iris... I actually have it tattooed on me! It is the most awe inspiring flower, black velvety and just divine. I want it my funeral which means I'll have to die in March because they are only available for about 4 weeks of the year but they're just gorgeous.

**Your perfect day and greatest indulgence?** I'm a huge Star Wars fan so it would have to be going to Stars Wars Disney when it opens.

**What's your biggest pet hate?** People putting the loo roll on the wrong way... drives me nuts but actually applies to everything in life. There is a right way to do everything. Oh yes and not having a coffee before 10.00.

**What's been the best day of your working life?** Any day that I'm doing something for people I really love. It's not just about the making it's about making something with love.

**What animal would you be?** Another easy one: Dog... "man's best friend"... oh yes and "likes big cuddles".



### Morgan's Top Tips

1. Cost everything to the last penny... every job has to show a profit.
2. Don't give your time and skill away, add it on top.
3. There is a right way to do everything... do it.
4. Make sure everything that leaves your shop is branded to the hilt.
5. Use flower food, it makes a HUGE difference.
6. Make time to play with flowers... it's good for you.
7. Don't try and do everything too quickly. Do the simplest thing and get it perfect before moving on.
8. Get shop experience even if it's for free or very little pay; it's the only way to learn.
9. Be proud and loud about your skills... it's what makes you a florist.
10. Use the right foam! It will give you peace of mind.

# Did you know?

Actually we've got 3000 reasons why you should buy from us. Because that's how many lines we carry and more are added every season.

But it isn't just that we have one of the biggest selections of sundries, foam based products and all the tools of the trade you could need; they're all easy to buy at the press of a button.

You see we know that not every florist has a wholesaler near them and that not every wholesaler can carry all our lines... you'd need a heck of a lot of shelves. Which is why we've developed our special trade only web site, **oasisfloral.co.uk** which carries every single line we stock, all of which can be delivered to you the next day and if you spend £50 or more, totally free.

There's no minimum order, we have a helpful Customer Service Team who can answer any question you may have and, because we've spent months perfecting our pick and pack service, we have a 99.67% accuracy rate; hugely important when it's crucial you get that funeral base or wedding accessory on time because we know being a florist is a tightly timed profession.

Want to know more? Then register on the site and start browsing... we reckon it could be the perfect arrangement.



# Inspiration Station...

## Pump up your Porto Vases!

It's time to get your creative caps on this Spring and dust down your artistic skills by Pumping up your Porto Vases! So easy to use, our Porto Vases are great for any floral arrangement or occasion!



### You will need:

#### Sundries:

Porto Vase: (available in a variety of colours)  
 Wooden Hanging Heart - White. Art no: 41-07318  
 Frosted Film White - 41-00370  
 Butterflies Film Pink - 41-00228

#### Flowers & Foliage:

Cymbidium Orchid  
 Hypericum Berry "Red Wave"  
 Longiflorum Lily "White Elegance"  
 Gerbera "Ice Queen"  
 Phoenix Roebelenii  
 Aspidistra

### Step 1

Soak a brick of OASIS® Floral Foam. Place two layers of both the Butterflies and White Frosted cellophane to ensure no water will leak. Wrap the foam in the cellophane and insert into the Porto Vase. Decorate the Porto Vase with ribbon and Wooden Hanging Heart.

### Step 2

Arrange the Phoenix Roebelenii in the foam to create the outline and twist the Aspidistra to the front of the vase. Securely insert the stem of Cymbidium into the foam.

### Step 3

Arrange the Longiflorum Lily, Hypericum and Gerbera into the foam.

### Step 4

Ta da! Now your beautiful arrangement is ready in no time for your customer!

Our Porto Vases are available to buy from [www.oasisfloral.co.uk](http://www.oasisfloral.co.uk) in packs of 25, in a variety of gorgeous colours and seasonal patterns.



For more inspired ideas visit our Facebook page... [facebook.com/OASISFloralProductsUK/](https://facebook.com/OASISFloralProductsUK/)

# SAY HELLO TO SPRING

with our new Spring/Summer 2018 Collection



**OASIS**<sup>®</sup>  
FLORAL PRODUCTS

See our entire Spring/Summer 2018 Collection at:

**[oasisfloral.co.uk](http://oasisfloral.co.uk)**

3,000 of the latest floral products | **FREE** next day delivery\* | 30 day returns

\* For orders over £50 - UK only

*"Very quick and efficient service. Bought grave containers with lids, sturdy units. Delighted with my purchases."*  
Mr Michael W.  
✓ TRUSTPILOT

