

The Water Daily

A leading resource for the latest trends and products in the floral and giftware industry.

Christmas Edition 2024



From Petals to Profits: 6 Strategies for Marketing Flowers to Gen Z

Marketing flowers to Gen Z may seem tricky at first, but it can be a fun and creative challenge. Born between 1997 and 2012, this generation is the first to have grown up with the internet and social media, so it's essential to consider that when marketing to them. Here are some innovative strategies to help you connect with this unique generation and grow your floral business.

1. Integrate Technology and Innovation

Gen Z loves technology and innovative experiences. Your marketing can really appeal to this tech-savvy generation by incorporating augmented reality (AR) and artificial intelligence (AI).

- Develop an AR app or feature on your website that lets customers see how floral arrangements will look in their homes.

- Create AR filters for Instagram and Snapchat that let users try on virtual flower crowns or hold virtual bouquets

- Use AI-driven social media and website chatbots to provide instant customer support and floral recommendations.

2. Emphasize Ethical Practices and Transparency

Gen Z values brands that are ethical and transpar-

ent about their practices. Sharing your commitment to sustainability and showing how your flowers are sourced can build trust and loyalty among Gen Z customers.

- Share where and how your flowers are grown, highlighting ethical practices. Our website has information on Rio Roses' sustainable practices that you can use.

- Introduce a carbon offset program where some sales go toward environmental projects.

Story Continues on Page 11



NEW

29 MA 206 K
6" SNOWFLAKE METALLIC ASST
case-12



**Delivery
Box
Included**



NEW

29 MA 207 K
7" SNOWFLAKE METALLIC ASST
case-12



**Delivery
Box
Included**

Gold, Silver & Metallic Red Glassware



29 SL 510
8" SILVER ECONO VASE
Opening: 4.4"
case-12



29 MR 510
8" METALLIC RED ECONOVASE
Opening: 4.4"
case-12



29 GD 510
8" GOLD ECONOVASE
Opening: 4.4"
case-12



Delivery Box Included

29 SL 448 K
8" SILVER ECONO JUG
Opening: 5.4"
case-12



29 GD 498
7.75" GOLD SKIRT VASE
Opening: 3.8"
case-12



29 SL 498
7.75" SILVER SKIRT VASE
Opening: 3.8"
case-12



29 GD 807
6.5" GOLD STEPHY VASE
Opening: 3.0"
case-24



29 SL 807
6.5" SILVER STEPHY VASE
Opening: 3.0"
case-24



Delivery Box Included

29 GD 448 K
8" GOLD ECONO JUG
Opening: 5.4"
case-12



29 GD 499
8" GOLD JASMIN ECONOVASE
Opening: 3.5"
case-12



29 SL 499
8" SILVER JASMIN ECONOVASE
Opening: 3.5"
case-12



Delivery Box Included

29 GD 229 K
9" GOLD PORKY ASST
Opening: 4.2"
case-12



Delivery Box Included

29 SL 229 K
9" SILVER PORKY ASST
Opening: 4.2"
case-12

Posiz Points

For every \$100.00 spent on pages 1-23 in this edition of **The Water Daily** earn 1 Posiz Point. Posiz Points earned may be redeemed on page 24 only.

Look inside this *Holiday Edition* of **The Water Daily** for great products and specials.

Christmas Glassware	Cover
Gold, Silver & Red Glassware	2-3
Christmas Metals	4
Sleighs & Wooden Boxes.....	5
Grapevine & Xmas Displays.....	6
Glitter Wreaths & Cones.....	7
Holiday Wreaths & Garland.....	8
Berries - Wreaths/Sprays.....	9
Christmas Accessories.....	10
Pine Cones.....	11
Orna-Picks	12
Glass Balls - Matte & Shiny	13
Holiday Mesh & Ribbon.....	14-15
Decor/Gnome Kits.....	15
Work Wreaths & FibreBoard.....	16
Wreath Enhancers & Ties.....	17
Holiday Ribbon	18-19
Christmas Lights	20-21
Faux Flowers & Leaves	22-23
FREE STUFF	24

Gold, Silver, & Red Glassware



29 GD 575
4.5" GOLD INK JAR
Opening: 2.9"
case-12



29 GD 576
5" GOLD OIL JAR
Opening: 3.0"
case-12



29 GD 330
5" GOLD POSIE
Opening: 3.0"
case-12



29 GD 331
6" GOLD POSIE
Opening: 3.4"
case-12



29 GD 436
4x3x6" GOLD RECT
Opening: 3.4"
case-12



29 GD 406
6" GOLD ECONO CUBE
Opening: 5.5"
case-12



29 GD 505
5" GOLD WATER-CUBE
Opening: 4.1"
case-12



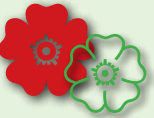
29 GD 404
4" GOLD ECONO CUBE
Opening: 3.4"
case-24



29 SL 505
5" SILVER WATER-CUBE
Opening: 4.1"
case-12



29 SL 504
4" SILVER WATER-CUBE
Opening: 3.4"
case-24

Posiz Points 

For every \$100.00 spent on pages 1-23 in this edition of **The Water Daily** earn 1 Posiz Point. Posiz Points earned may be redeemed on page 24 only.



29 MR 505
5" METALLIC RED CUBE
Opening: 4.1"
case-12



29 MR 504
4" METALLIC RED CUBE
Opening: 3.4"
case-24



29 MR 436
6" METALLIC RED RECT
Opening: 3.4"
case-18



29 GD 207
9" GOLD ECONO BOWL
Opening: 5.2"
case-12



25 RR 107 E
6" RED ROPE PUMPY
Opening: 3.2"
case-12



29 MR 207 K
7" METALLIC RED ECONOBOWL
Opening: 5.2"
case-12



Delivery Box Included



29 MR 206 K
6" METALLIC RED ECONOBOWL
Opening: 4.6"
case-12



Delivery Box Included



25 RR 575
4.5" RED ROPE INK JAR
Opening: 2.9"
case-12



25 RR 331 E
6" RED ROPE POSIE
Opening: 3.4"
case-12



25 RR 404 E
4" RED ROPE ECONOCUBE
Opening: 3.4"
case-12



25 RR 446 E
6" RED ROPE ECONOVASE
Opening: 3.4"
case-12



25 RR 448 E
8" RED ROPE VASE
Opening: 3.4"
case-12

Christmas Metals

All with Hard Liners



GX 145
4.5" METAL BIRCHLOOK POTCOVER
bag-12



GX 165
6.5" METAL BIRCHLOOK POTCOVER
bag-12



GX 108
8" METAL BIRCHLOOK POTCOVER
bag-12



GX 110
10" METAL BIRCHLOOK POTCOVER
bag-12



GX 1845
4.5" METAL BIRCHLOOK SQUARE POT
bag-12



GX 1865
6.5" METAL BIRCHLOOK SQUARE POT
bag-12



GX 1829
12" METAL BIRCHLOOK SLEIGH
case-12



GX 1245
4.5" METAL BIRCHLOOK DOUBLE 4.5
bag-12



GX 1265
6.5" METAL BIRCHLOOK DOUBLE 6.5
bag-12

Posie Points

For every \$100.00 spent on pages 1-23 in this edition of **The Water Daily** earn 1 Posie Point. Posie Points earned may be redeemed on page 24 only.



GX 245
4.5" METAL XMAS ASST POTCOVER
bag-12



GX 265
6.5" METAL XMAS ASST POTCOVER
bag-12



GX 2265
6.5" METAL XMAS ASST DOUBLE 6.5
bag-12



GX 2208
8" METAL XMAS ASST POTCOVER
bag-12



GX 2210
10" METAL XMAS ASST POTCOVER
bag-12

All with Hard Liners

Sleighs & Wooden Boxes

NEW



GXA 1510
11x7" WOODEN WHITEWASH SLEIGH
case-6

NEW



GXA 2010
13x7" WOODEN WHITEWASH SLEIGH
case-6

NEW



GXA 2510
15x7" WOODEN WHITEWASH SLEIGH
case-6



GX 644
11x7" HOLY-WOOD SLEIGH
case-6



GX 844
13x7" HOLY-WOOD SLEIGH
case-6



GX 775
8.5" METAL SLEIGH 7"x5"
case-8



GX 3644
6x4x4" HOLY-WOOD BOX
case-12



GX 355
5x5" HOLY-WOOD BOX
case-12



GX 366
6x6" HOLY-WOOD BOX
case-12



GX 377
7x7" HOLY-WOOD BOX
case-12



GX 388
8x8" HOLY-WOOD BOX
case-12

Grapevine Wreaths/Balls & Xmas Displays

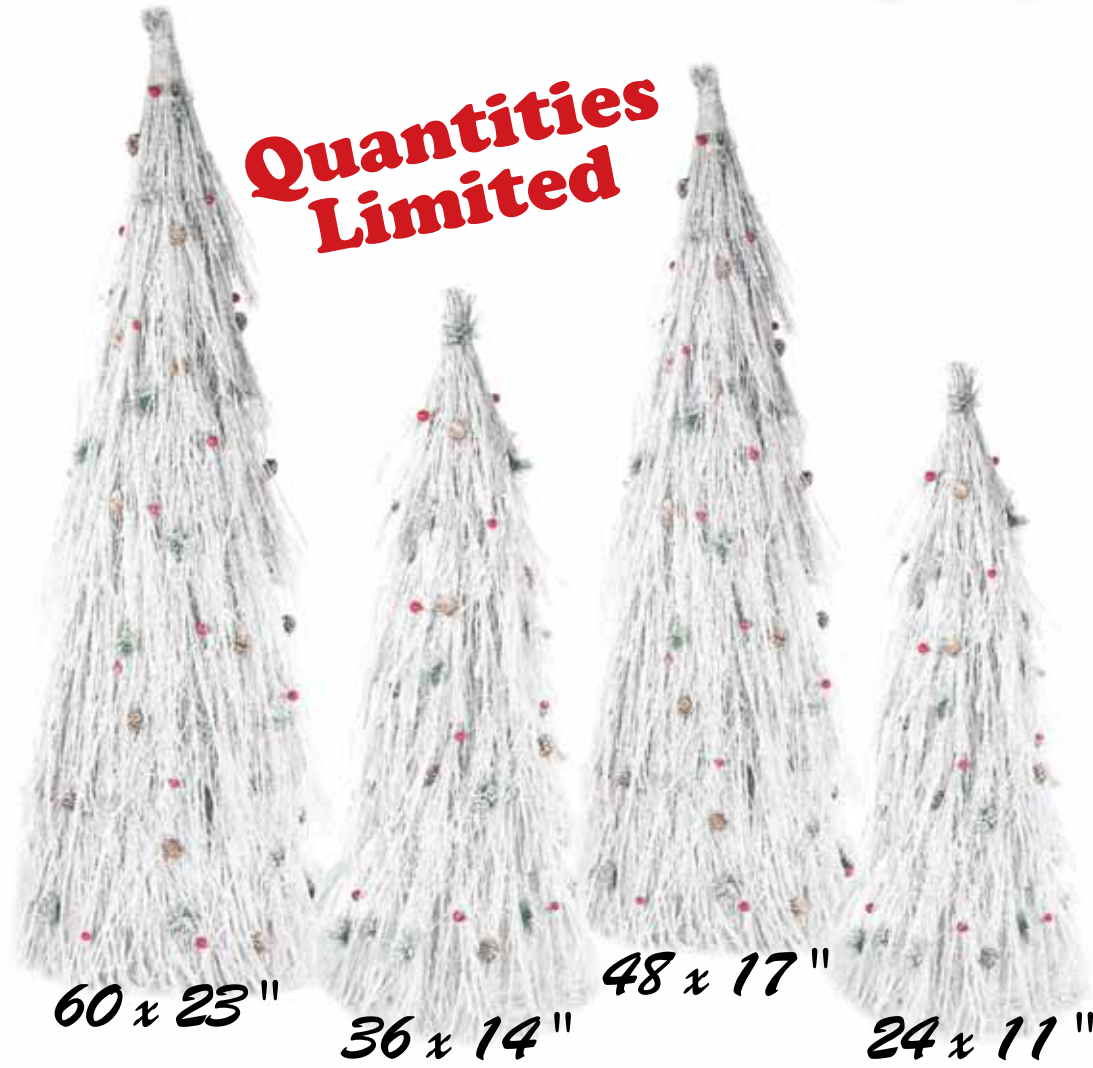


Included - 3 Packs of: KL 913 VY - Ivory Marble Watt's Dotts

FREE - SAVE AN EXTRA \$32.95



XX 1665
18" DECOR LANTERN
case-3



Quantities Limited

60 x 23"

36 x 14"

48 x 17"

24 x 11"

XX 6227
27-62" GRAPEVINE DISPLAY TREES
set-4



Liners
Included!

Quantities Limited

XX 3915
39/32/15" GRAPEVINE REINDEER
set-3



- 9T 130 each 12" GRAPEVINE WREATH
- 9T 140 each 16" GRAPEVINE WREATH
- 9T 150 each 20" GRAPEVINE WREATH
- 9T 160 each 24" GRAPEVINE WREATH
- 9T 170 each 28" GRAPEVINE WREATH



- 9T 906 each 6" GRAPEVINE BALL
- 9T 908 each 8" GRAPEVINE BALL
- 9T 910 each 10" GRAPEVINE BALL
- 9T 912 each 12" GRAPEVINE BALL



Assortment consists of:
6, 8, 10, 12, 14, 16, 18, 20"
9T A 50
6-20" GRAPEVINE BALL ASST
set-8

Glitter Wreaths & Ball/Cone Combo



XWS 16 each 16" SILVER SQUARE WREATH

XWS 20 each 20" SILVER SQUARE WREATH



XWH 20 each 20" WHITE SQUARE WREATH



XWR 12 each 12" RED SQUARE WREATH

XWR 16 each 16" RED SQUARE WREATH

XWR 20 each 20" RED SQUARE WREATH



XWG 12 each 12" GOLD SQUARE WREATH

XWG 16 each 16" GOLD SQUARE WREATH

XWG 20 each 20" GOLD SQUARE WREATH



XWS 130 each 16" SILVER WREATH

XWS 140 each 20" SILVER WREATH

XWS 150 each 24" SILVER WREATH



XWH 130 each 16" WHITE WREATH

XWH 150 each 24" WHITE WREATH



XWR 130 each 16" RED WREATH

XWR 140 each 20" RED WREATH

XWR 150 each 24" RED WREATH



XWG 130 each 16" GOLD WREATH

XWG 140 each 20" GOLD WREATH

XWG 150 each 24" GOLD WREATH

Added Bonus:

Get 50 - 2" Pine Cones On 6" Picks

FREE!



XX 510 NA
10" NATURAL KISSING BALL COMBO
set-4



An Added Value of \$15.50



XX 510 WH
10" WHITE KISSING BALL COMBO
case-4



An Added Value of \$17.00

Holiday Wreaths, Garland & Sprays



XY 1109 each 24" SIERRA PINE WREATH



XY 1110 each 30" SIERRA PINE WREATH



XY 1772 each 30" STIFF PINE WREATH



XY 1796 each 24" MIXED PINE WREATH



XA 1929 each 24" CANADIANA PINE WREATH



XA 1560 each 24" NORTHWOODS PINE WREATH



XA 1933 each 6ft CANADIANA GARLAND



XA 1563 each 6ft NORTHWOODS PINE GARLAND



XA 1691
30" NORTHWOODS PINE SWAG
box-4

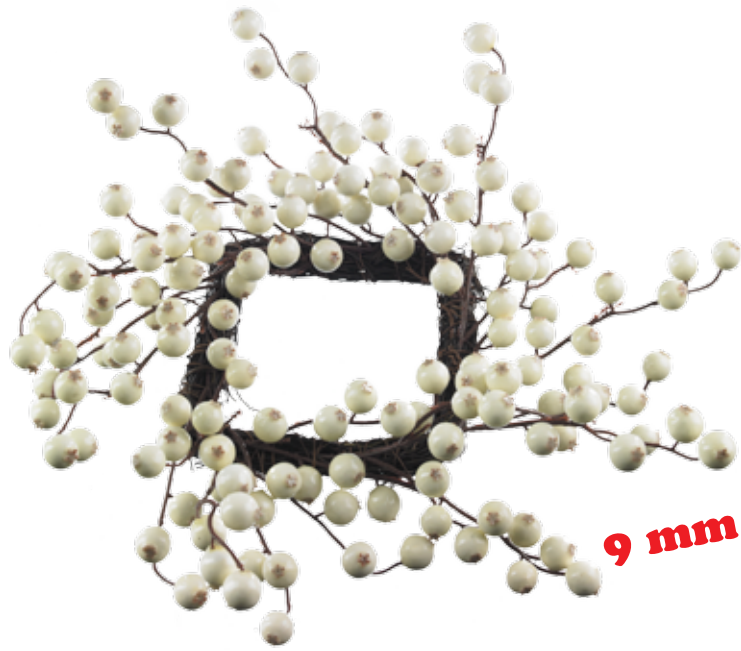


XA 1932
30" CANADIANA SWAG
box-4



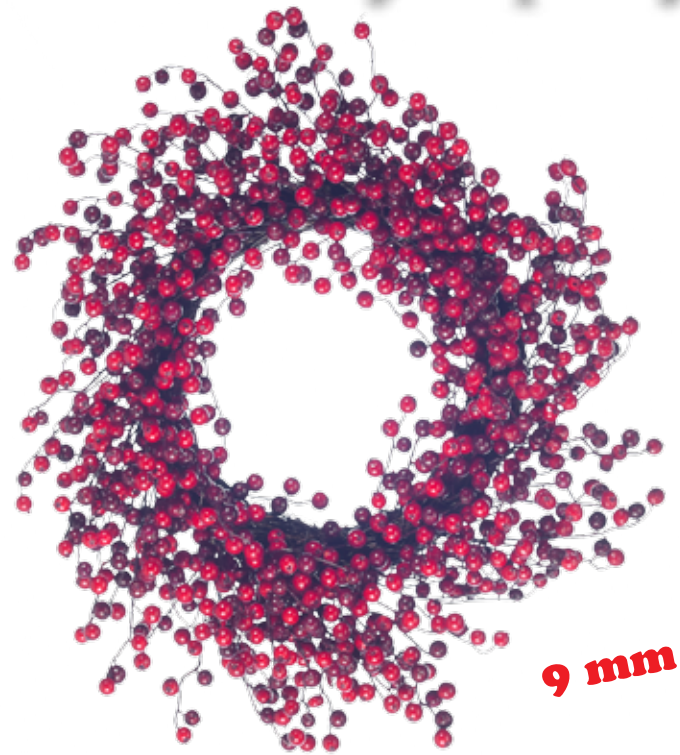
FD 9100 each 24" BLACK CRYSTAL WREATH

Berry Wreaths/Sprays & Holiday Sprays



XBW 567
12" CUBE-RING (fits 4x4 cube)
box-4

9 mm



XBR 638 each 24" WREATH (14" base/952 count)

9 mm



XY 1592
24" PINE SPRAY
box-24



XA 1927
17" CANADIANA PINE SPRAY
box-24



XBR 636
16" SPRAY (5/8" 17 cluster-3)
box-12

9 mm



XBR 637
27" SPRAY (5/8" 17 cluster-5)
box-12

9 mm



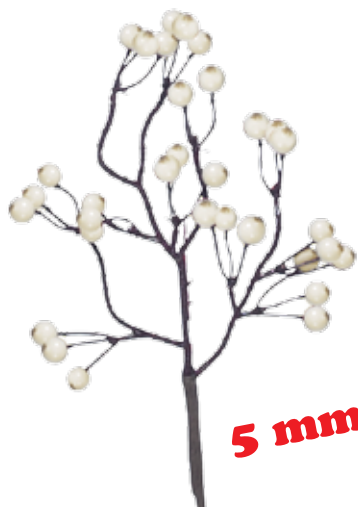
XB 4824
19" RED BERRY SPRAY
bag-24

9 mm



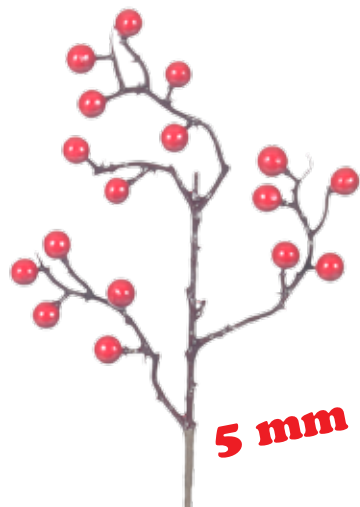
XBX 424
12" BURGBERRY PICK
bag-72

5 mm



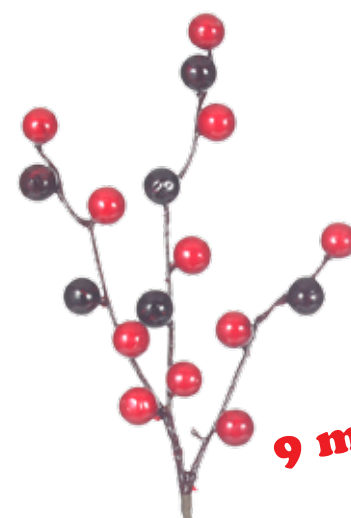
XBX 524
12" SNOWBERRY PICK
bag-72

5 mm



XBY 517
12" RED BERRY SPRAY
bag-72

5 mm



XBY 917
12" BURGBERRY SPRAY
bag-72

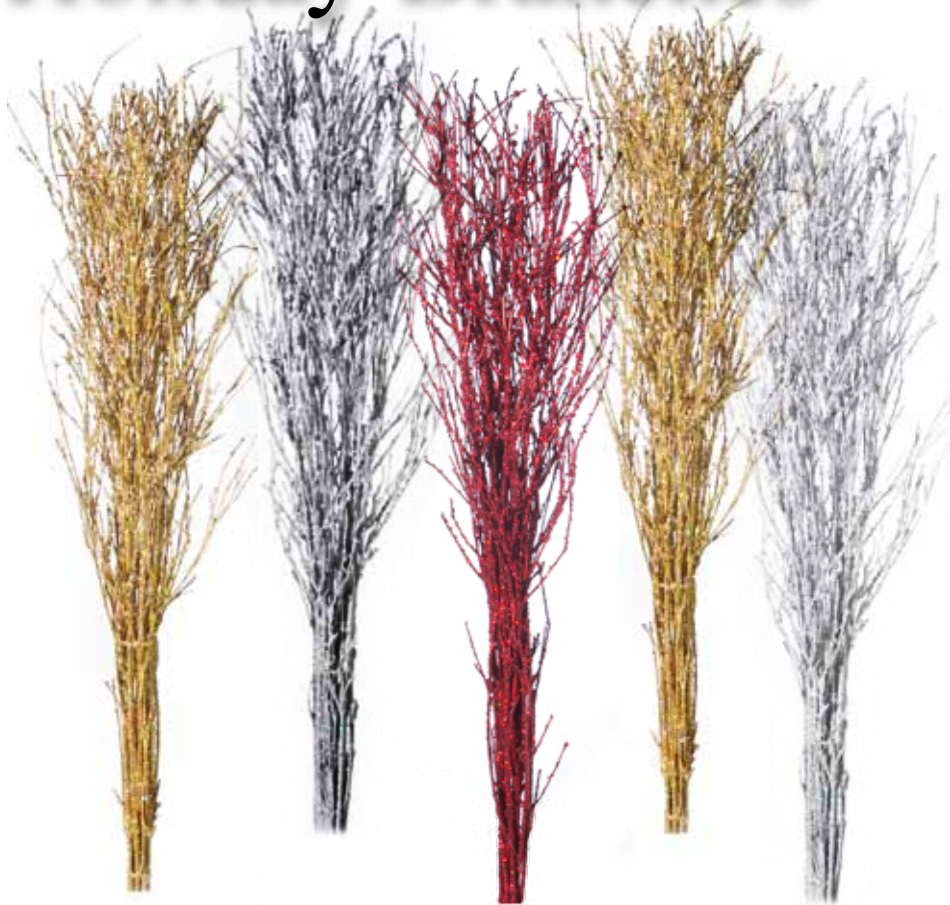
9 mm



XB 111
11" RED BERRY PICK
bag-12

9 mm

Holiday Branches



- XD 24 GD bdl-12 24" GOLD
- XD 24 RD bdl-12 24" RED
- XD 24 SL bdl-12 24" SILVER
- XD 24 SW bdl-12 24" SNOW WHITE

- XD 36 GD bdl-12 36" GOLD
- XD 36 RD bdl-12 36" RED
- XD 36 SL bdl-12 36" SILVER
- XD 36 SW bdl-12 36" SNOW WHITE

- XD 48 GD bdl-12 48" GOLD
- XD 48 RD bdl-12 48" RED
- XD 48 SL bdl-12 48" SILVER
- XD 48 SW bdl-12 48" SNOW WHITE



Curly Ting - Ting

- XD 133 NA box-144 34" NATURAL
- XD 133 SL box-144 34" SILVER
- XD 133 RD box-144 34" RED
- XD 133 WH box-144 34" WHITE



Glitter Metal Xmas Picks

- XD 1804 CP bag-40 4" COPPER
- XD 1804 GD bag-40 4" GOLD
- XD 1804 RD bag-40 4" RED

- XD 1806 GD bag-18 6" GOLD
- XD 1806 RD bag-18 6" RED
- XD 1806 SL bag-18 6" SILVER

- XD 1808 GD bag-10 8" GOLD
- XD 1808 RD bag-10 8" RED
- XD 1808 SL bag-10 8" SILVER



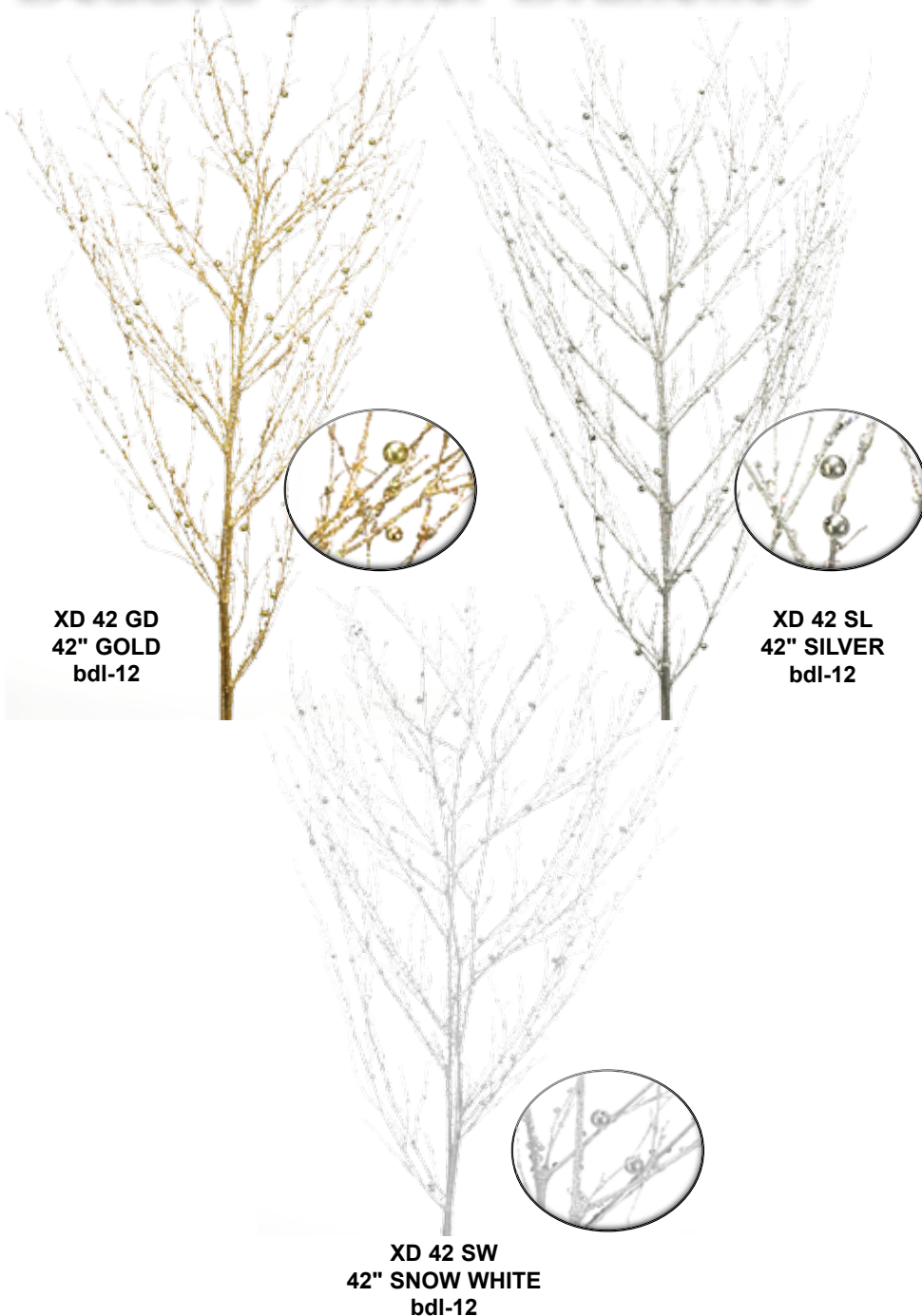
Glitter Pod Picks

- XC 523 GD case-36 2-3" GOLD
- XC 523 RD case-36 2-3" RED
- XCN 2530 case-200 2.5-3.5" NATURAL

- XC 534 GD case-36 3-4" GOLD
- XC 534 RD case-36 3-4" RED
- XCN 340 case-130 3-4" NATURAL

- XC 545 GD case-36 4-5" GOLD
- XC 545 RD case-36 4-5" RED
- XC 545 SL case-36 4-5" SILVER
- XCN 450 case-100 4.5-5.5" NATURAL

Beaded Glitter Branches



XD 42 GD
42" GOLD
bdl-12

XD 42 SL
42" SILVER
bdl-12

XD 42 SW
42" SNOW WHITE
bdl-12

CUT & SAVE
Double your value

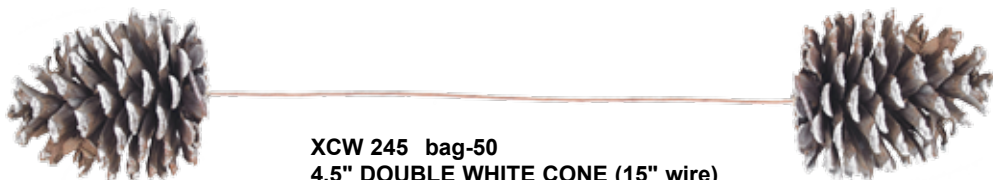
GREAT AS GIFT BASKET TOP TIES



XCN 245 bag-50
 4.5" DOUBLE NAT CONE (15" wire)



XCW 235 bag-50
 3.5" DOUBLE WHITE CONE (15" wire)



XCW 245 bag-50
 4.5" DOUBLE WHITE CONE (15" wire)

Holiday Pine Cones



XCN 206
 2x6" NATURAL CONE
 cas-1200



XCN 2015
 2" NATURAL CONE
 case-420



XCG 2015
 2" GOLD CONE
 case-420



XCW 206
 2.5" WHITE ECONO CONE
 cas-1200



XCB 215 WH
 2" WHITE CONE
 case-420



XC 715 LM
 2x6" LIME GLITTER CONE
 bag-48



XC 253 WH
 3x2.5" WHITE TIP CLUSTER
 case-144

From Petals to Profits: 6 Strategies for Marketing Flowers to Gen Z

Story Continued from Cover Page

•Highlight your use of biodegradable packaging and encourage customers to recycle or compost it.

3. Create Interactive and Immersive Content

Interactive and immersive content keeps Gen Z engaged and entertained. Live streaming and virtual reality (VR) experiences can create unique and memorable interactions with your brand.

•Host live Q&A sessions, virtual flower arranging classes, or behind-the-scenes tours on platforms like Instagram Live and Facebook Live.

•Use live polls and interactive features during streams to engage viewers and get real-time feedback.

•Offer virtual consultations where customers interact with floral designers in a VR environment.

4. Leverage Micro-Moments and Spontaneous Content

Gen Z appreciates timely and spontaneous content that feels relevant and exciting. Creating this content can help you stay on top-of-mind and drive engagement.

•Use social media to capitalize on trending topics, holidays or events with timely and spontaneous content.

•Encourage followers to share their moments with your flowers using a branded hashtag and feature the best posts.

•Use Instagram and Snapchat stories to share daily specials, limited-time offers, flash sales, and behind-the-scenes glimpses.

Story Continues on Page 19



XC 15 NA
 2" NATURAL (on 6" wire)
 bag-100



XC 15 WH
 2" WHITE TIP (on 6" wire)
 bag-100



XC 15 GD
 2" GOLD (on 6" wire)
 bag-100



XC 15 SL
 2" SILVER (on 6" wire)
 bag-100

XC 38 GD
 2" GOLD (on 15" wire)
 bag-100

XC 38 SL
 2" SILVER (on 15" wire)
 bag-100

Holiday Orna-Picks & Arrangement Picks



XP 1526
7" ORNAPICK
pkg-12



XP 1624
7" ORNAPICK
pkg-12



XP 7137
8.25" XMAS PICK
pkg-12



XP 755
8" COTTON/BERRY PICK
bag-12



XP 804
8" COTTON/CONE PICK
bag-12



XP 7127
8.25" XMAS PICK
pkg-12



XP 7136
8.25" XMAS PICK
pkg-12



XP 7129
7" XMAS PICK
pkg-12



XP 7130
6.5" XMAS PICK
pkg-12



XP 7131
6.5" XMAS PICK
pkg-12



XP 7142
8.25" XMAS PICK
pkg-12

Assortment Pack



Assortment Pack

XP 7144
8.25" XMAS PICK
pkg-12



Assortment Pack

XP 7143
8.25" XMAS PICK
pkg-12



Assortment Pack

XP 7141
7" XMAS PICK
pkg-12



XP 0155
5" ORNAPICK
pkg-12

Assortment Pack

Holiday Glass Balls - Shiny & Matte



ASSORTED SHINY GLASS BALLS

XG 25 AS box-144 25mm
XG 30 AS box-72 30mm
XG 35 AS box-72 35mm



RED SHINY GLASS BALLS

XG 25 RD box-144 25mm
XG 30 RD box-72 30mm
XG 35 RD box-72 35mm



XG 30 MR
30mm MATTE RED
box-72



GOLD SHINY GLASS BALLS

XG 25 GD box-144 25mm
XG 30 GD box-72 30mm
XG 35 GD box-72 35mm



SILVER SHINY GLASS BALLS

XG 25 SL box-144 25mm
XG 30 SL box-72 30mm
XG 35 SL box-72 35mm



XG 30 MS
30mm MATTE SILVER
box-72



XG 30 MG
30mm MATTE GOLD
box-72



PURPLE MATTE GLASS BALLS

XG 50 MP box-24 50mm
XG 80 MP box-12 80mm



FUCHSIA SHINY GLASS BALLS

XG 35 FU box-72 35mm



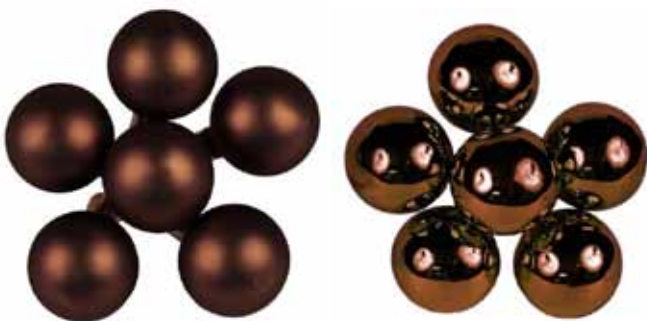
XG 30 MF
30mm MATTE FUCHSIA
box-72



XG 30 MP
30mm MATTE PURPLE
box-72



XG 30 ML
30mm MATTE LIME
box-72



CHOCOLATE MATTE/SHINY BALLS

Matte
XG 25 MC box-144 25mm
Shiny
XG 40 CH box-36 40mm
XG 50 CH box-24 50mm



LIME SHINY GLASS BALLS

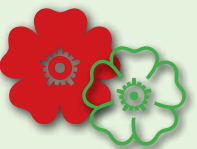
XG 20 LM box-144 20mm



XG 50 MGR
50mm MATTE MOSS
box-24



XG 50 GR
50mm SHINY MOSS
box-24

Posiz Points 

For every \$100.00 spent on pages 1-23 in this edition of **The Water Daily** earn 1 Posiz Point. Posiz Points earned may be redeemed on page 24 only.

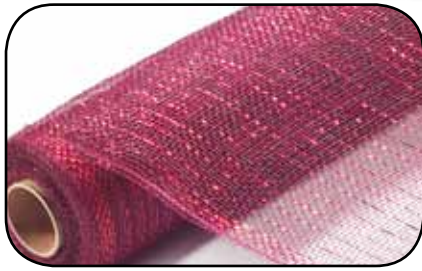
T R E E D E C O R A T I O N S



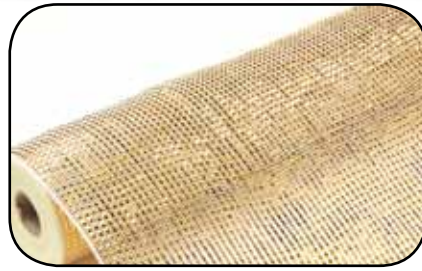
XG 100 GD
100mm SHINY GOLD
box-6

XP 5163
4.5" POMEGRANATE ORNAMENT
each

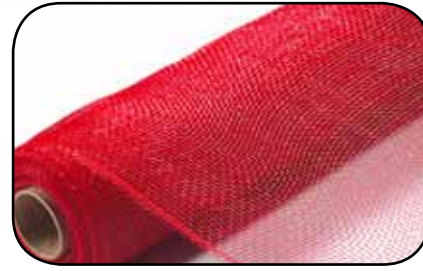
Mesh Rolls & Assortments



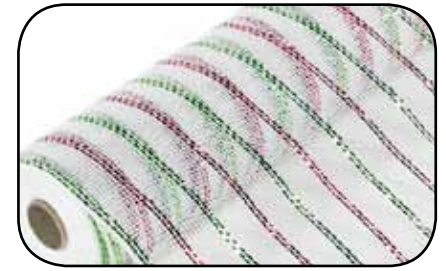
M 101 BRD
21" BURGUNDY/RED MESH
10 yds



M 109 VGD
21" IVORY/GOLD MESH
10 yds



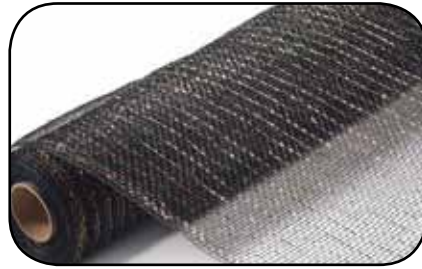
M 54 RD
21" PLAIN RED MESH
10 yds



M 105 RG
21" WHITE w. RED/GREEN FOIL
10 yds



M 104 RDS
21" RED/SILVER MESH
10 yds



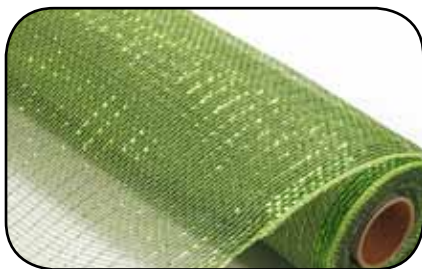
M 107 BKG
21" BLACK/GOLD MESH
10 yds



M 108 RLR
21" RED/LIME MESH
10 yds



M 147 RLG
21" RED/LIME/GREEN/GOLD
10 yds



M 911 ALM
10" APPLE/LIME MESH
10 yds



M 911 BRY
10" BROWN/RUBY MESH
10 yds



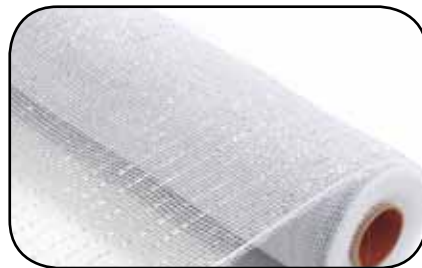
M 915 BRD
10" BURGUNDY MESH w. RED FOIL
10 yds



M 915 REM
10" RED MESH with EMERALD FOIL
10 yds



M 915 RGD
10" RED MESH with GOLD FOIL
10 yds



M 911 WSL
10" WHITE/SILVER MESH
10 yds



M 915 VGD
10" CREAM MESH with GOLD FOIL
10 yds



M 911 VGD
10" IVORY/GOLD MESH
10 yds

Poly Mesh Rolls



MP 721 WPL
21" BLACK CHECK BUFFALO
10 yds



MP 721 RWL
21" RED CHECK BUFFALO
10 yds



MP 710 RWL
10" RED CHECK BUFFALO
10 yds



MP 721 RPL
21" TARTAN CHECK BUFFALO
10 yds



MP 710 RPL
10" TARTAN CHECK BUFFALO
10 yds



MA 510 XM
10" XMAS MESH ASST
bag-12

MA 53 XM
21" XMAS MESH ASST
bag-12

*Styles
Will Vary!*

Holiday Mesh Rolls & Gnome Kits

2.5" Mesh Ribbon Rolls



MR 233 GGD
2.5" GOLD/GOLD
25 yds



MR 233 GRD
2.5" GOLD/RED
25 yds



MR 233 GSL
2.5" GOLD/SILVER
25 yds



MR 247 RGG
2.5" RED/GREEN/GOLD
25 yds



MR 247 RLG
2.5" RED/LIME/GOLD
25 yds



MR 162 RGD
2.5" RED/GOLD
25 yds



MR 762 PLS
2.5" PLATINUM
25 yds

4" Econo Mesh Ribbon Rolls



MC 44 BRD
4" BURGUNDY/RED
25 yds



MC 44 RGD
4" RED/GOLD
25 yds



MC 44 RRD
4" RED/RED
25 yds



MC 44 VGD
4" IVORY/GOLD
25 yds

10" Bulk Econo Mesh Rolls

Just \$0.27 Per Yd.



MC 150 RGD
10" RED/GOLD BULK ECONO MESH
150 yds



MC 150 VGD
10" IVORY/GOLD BULK ECONO MESH
150 yds

Econo Outdoor Decor Sets



XX 850
TARTAN GNOME KIT
set-4



XX 851
VELVET GNOME KIT
set-4



XX 852
STRIPE GNOME KIT
set-4



Wreaths, & Fibreboard Letters/Numbers

Hunter Green Work Wreath



MW 730 HG
30" HUNTER WORK WREATH
case-12



Fibreboard Letters and Numbers

10" 5"



AY 10- A each 2.95 10" LETTER A	AY 10- B each 2.95 10" LETTER B	AY 10- C each 2.95 10" LETTER C	AY 10- D each 2.95 10" LETTER D	AY 10- E each 2.95 10" LETTER E	AY 10- F each 2.95 10" LETTER F	AY 10- G each 2.95 10" LETTER G	AY 10- H each 2.95 10" LETTER H	AY 10- I each 2.95 10" LETTER I
AY 50- A each 1.95 5" LETTER A	AY 50- B each 1.95 5" LETTER B	AY 50- C each 1.95 5" LETTER C	AY 50- D each 1.95 5" LETTER D		AY 50- F each 1.95 5" LETTER F	AY 50- G each 1.95 5" LETTER G		AY 50- I each 1.95 5" LETTER I



AY 10- J each 2.95 10" LETTER J	AY 10- K each 2.95 10" LETTER K	AY 50- L each 1.95 5" LETTER L	AY 10- M each 2.95 10" LETTER M	AY 10- N each 2.95 10" LETTER N	AY 10- O each 2.95 10" LETTER O	AY 10- P each 2.95 10" LETTER P	AY 10- Q each 2.95 10" LETTER Q	AY 10- R each 2.95 10" LETTER R
AY 50- J each 1.95 5" LETTER J	AY 50- K each 1.95 5" LETTER K			AY 50- N each 1.95 5" LETTER N			AY 50- Q each 1.95 5" LETTER Q	AY 50- R each 1.95 5" LETTER R



AY 10- S each 2.95 10" LETTER S	AY 10- T each 2.95 10" LETTER T	AY 10- U each 2.95 10" LETTER U	AY 10- V each 2.95 10" LETTER V	AY 10- W each 2.95 10" LETTER W	AY 10- X each 2.95 10" LETTER X	AY 10- Y each 2.95 10" LETTER Y	AY 10- Z each 2.95 10" LETTER Z	AY 10- NUM each 2.95 10" NUMBER SIGN
AY 50- S each 1.95 5" LETTER S	AY 50- T each 1.95 5" LETTER T	AY 50- U each 1.95 5" LETTER U	AY 50- V each 1.95 5" LETTER V	AY 50- W each 1.95 5" LETTER W	AY 50- X each 1.95 5" LETTER X	AY 50- Y each 1.95 5" LETTER Y	AY 50- Z each 1.95 5" LETTER Z	



AY 10-0 each 2.25 10" NUMBER 0	AY 10-2 each 2.95 10" NUMBER 2	AY 10-3 each 2.95 10" NUMBER 3	AY 10-4 each 2.95 10" NUMBER 4	AY 10-5 each 2.95 10" NUMBER 5	AY 10-6 each 2.95 10" NUMBER 6	AY 10-7 each 2.95 10" NUMBER 7	AY 10-8 each 2.95 10" NUMBER 8	AY 10-9 each 2.95 10" NUMBER 9
AY 50-0 each 1.50 5" NUMBER 0		AY 50-3 each 1.95 5" NUMBER 3	AY 50-4 each 1.95 5" NUMBER 4	AY 50-5 each 1.95 5" NUMBER 5	AY 50-6 each 1.95 5" NUMBER 6	AY 50-7 each 1.95 5" NUMBER 7	AY 50-8 each 1.95 5" NUMBER 8	AY 50-9 each 1.95 5" NUMBER 9

Wreath Enhancers & Ball Twist Ties



XD 140 GD
4" GOLD METALLIC BALL
bag-24



XD 140 RD
4" RED METALLIC BALL
bag-24



XD 140 SL
4" SILVER METALLIC BALL
bag-24

20"
PICK

20"
PICK

NEW

NEW

NEW



XD 160 GD
6" GOLD METALLIC BALL
bag-12



XD 160 RD
6" RED METALLIC BALL
bag-12



XD 160 SL
6" SILVER METALLIC BALL
bag-12

22"
PICK

22"
PICK

NEW

NEW

NEW

Ball Twist Ties - 6" Length



MX 851 RS
50mm RED/SILVER
bag-12



MX 865 RW
50mm RED/WHITE
bag-12



MX 865 RS
50mm RED/SILVER
bag-12



MX 866 RS
70mm RED/SILVER
bag-12

Wired Holiday Ribbon



RW 8015
4" WIRED PIANO
10yds



RX 9924
2.5" WIRED XMAS
10 yds



RX 1754
2.5" WIRED XMAS
10 yds



RX 1830
2.5" WIRED XMAS
10 yds



RX 111501
2.5" WIRED XMAS
10 yds



Glitter Style

RX 8443
2.5" WIRED XMAS
10 yds



Gold Accents

RX 8085
2.5" WIRED XMAS
10 yds



Satin Style

RX 8127
2.5" WIRED XMAS
10 yds



Silver Accents

RX 8327
2.5" WIRED XMAS
10 yds



RX 1280
2.5" WIRED XMAS
10 yds



RX 1221
2.5" WIRED XMAS
10 yds



RX 121518
2.5" WIRED XMAS
10 yds



RX 1808
2.5" WIRED XMAS
10 yds



RX 8208
2.5" WIRED XMAS
10 yds



RX 1064
2.5" WIRED XMAS
10 yds



RX 4101
2.5" WIRED XMAS
10 yds



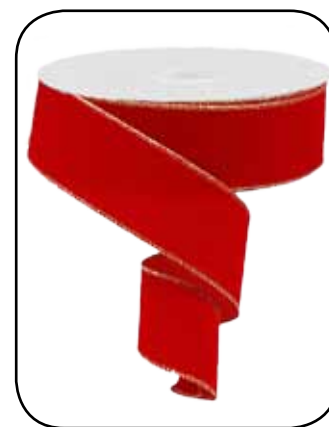
RX 111518
2.5" WIRED XMAS
10 yds



RX 4664
2.5" WIRED XMAS
10 yds



RX 1699
2.5" WIRED XMAS
10 yds



RV 33 RGD
1.5" WIRED GOLD
50 yds



RX 1224
1.5" WIRED XMAS
10 yds



RX 1805
1.5" WIRED XMAS
10 yds



RX 1945
1.5" WIRED XMAS
10 yds



RX 5954
1.5" WIRED XMAS
10 yds



RVJ 335 RD
1.5" WIRED VELVET
50 yds

Wired Holiday Ribbon Assortments



RYX 7974 12-10yds 1.5" ASSORTMENT



RYX 7810 36-10yds 7/8" ASSORTMENT



RYX 150 24-10yds 1.5" ASSORTMENT



RYX 8234 2.5" WIRED XMAS ASST 12-10yds

From Petals to Profits: 6 Strategies for Marketing Flowers to Gen Z

Story Continued from Page 11

5. Foster Social Responsibility and Community Involvement

Gen Z cares deeply about social causes and community involvement. Showing your commitment to making a positive impact can attract and retain Gen Z customers.

- Partner with local charities or community events and showcase your involvement on social media.
- Organize and promote flower donation drives for hospitals, nursing homes, or community centers.
- Run campaigns that donate a percentage of profits to causes important to Gen Z, such as climate change or social justice initiatives.

6. Optimize for Mobile and E-Commerce

To Capture Gen Z's attention, you must offer a seamless mobile and e-commerce experience. Making your website and online store mobile-friendly can improve the shopping experience and drive sales.

- Ensure your website is fully optimized for mobile devices with fast loading times and intuitive user interface.
- Develop a mobile app that offers a seamless shopping experience, exclusive deals, and loyalty rewards.
- Use Instagram and Facebook Shops to allow users to make direct purchases from your social media profiles.

For more information:

Rio Roses
www.rioroses.com (http://www.rioroses.com/)
Publication Date: Tue 27 Aug 2024



RYX 250 24-10yds 2.5" ASSORTMENT

Lights - Watts-Dots & Bells

Batteries Not Included!

Features:

Outdoor: May be used outside

Timer: Optional timer that lasts 6 hours then repeats daily

Battery Box: Water Resistant

Lights: Will last over 8000 hours

Wire: Can be cut and trimmed

Packaging: Transparent Retail box

Lengths: 4 different sizes, 5 different colours



KL 902 BL 8 feet BLUE WATTS DOTS
KL 905 BL 20 feet BLUE WATTS DOTS
KL 910 BL 40 feet BLUE WATTS DOTS



KL 910 CL 40 feet CLEAR WATTS DOTS



KL 902 RD 8 feet RED WATTS DOTS
KL 905 RD 20 feet RED WATTS DOTS
KL 910 RD 40 feet RED WATTS DOTS



KL 902 MT 8 feet MULTI WATTS DOTS
KL 910 MT 40 feet MULTI WATTS DOTS



KL 912 GD 55 inch 1.25" GOLD WATTS-BELLS 10 lite

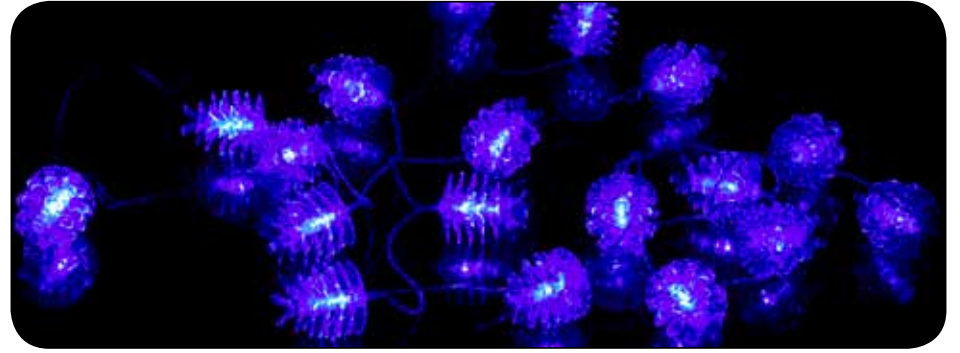


KL 912 SL 55 inch 1.25" SILVER WATTS-BELLS 10 lite

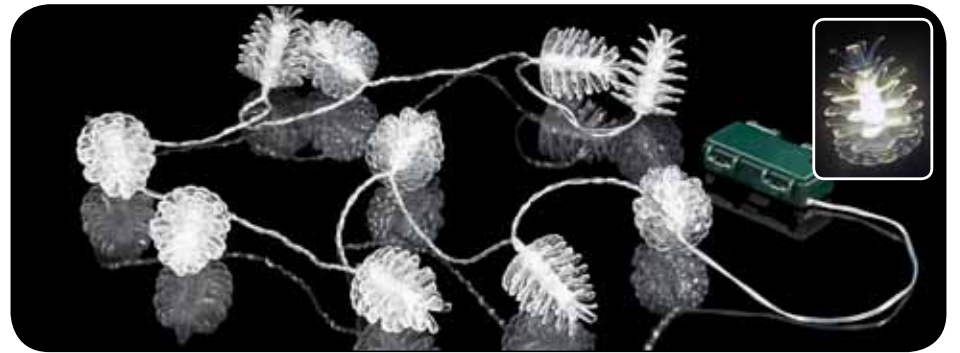


Batteries Not Included!

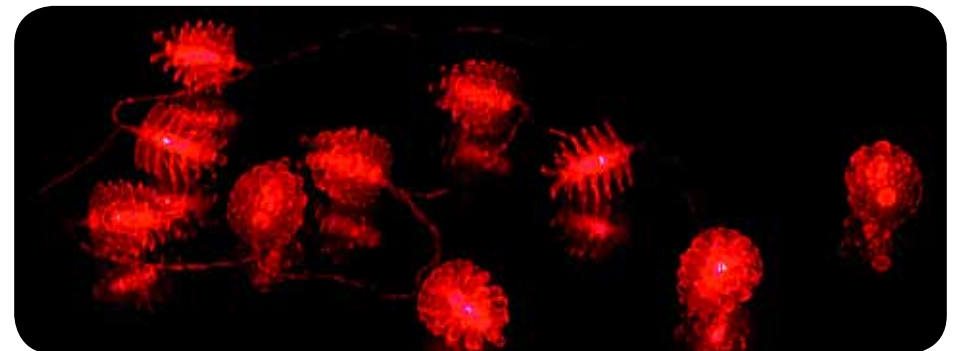
Holiday Lights - Cones



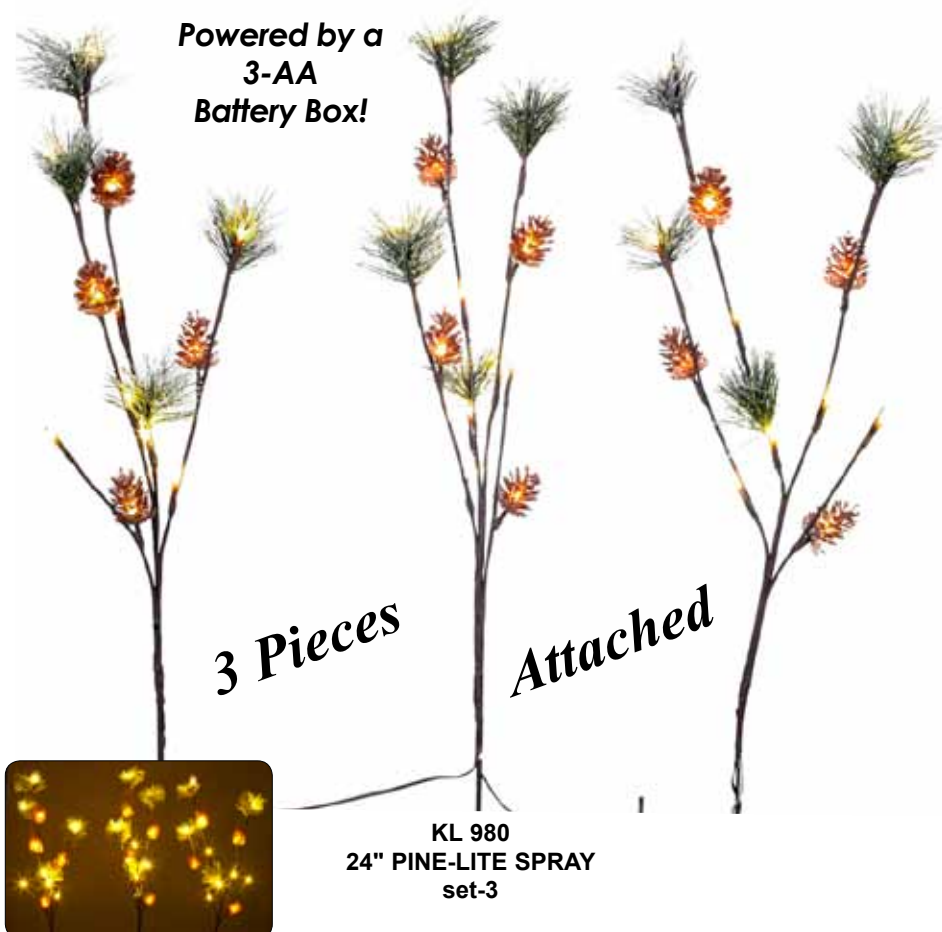
KL 915 BL 60 inch 2.5" BLUE POLY-CONES 10 lite
KL 925 BL 300 inch 2.5" BLUE POLY-CONES 50 lite



KL 915 CL 60 inch 2.5" CLEAR POLY-CONES 10 lite
KL 925 CL 300 inch 2.5" CLEAR POLY-CONES 50 lite



KL 915 RD 60 inch 2.5" RED POLY-CONES 10 lite
KL 925 RD 300 inch 2.5" RED POLY-CONES 50 lite



Powered by a 3-AA Battery Box!

3 Pieces

Attached

KL 980
24" PINE-LITE SPRAY
set-3



Faux/Artificial Flowers & Ficus Leaves



FB 224 XM
XMAS GERBERA BUSH
each



FB 264 PRW
PINK & RED ROSE BUSH
each



FB 284 RW
RED & WHITE ROSE AND LILY BUSH
each



FB 264 RW
RED & WHITE ROSE BUSH
each



FG 5431
21" VARIEGATED FICUS LEAF
box-120



FB 264 RD
RED ROSE BUSH
each



FG 3724
21" RED FICUS LEAF
box-120



FG 3732
21" SAGE FICUS LEAF
box-120



FG 3733
21" LIGHT SAGE FICUS LEAF
box-120

NEW

NEW

Faux/Artificial Flowers



FG 1034
14" PLASTIC CYCAS FERN
box-288



FB 264 BW
BLUE & WHITE ROSE BUSH
each



FB 264 RB
BLUE ROSE BUSH
each



FB 264 CR
CREAM ROSE BUSH
each



FB 264 WH
WHITE ROSE BUSH
each



FB 424 CR
CREAM MUM BUSH (9 head)
each



FB 284 LA
LAVENDER ROSE AND LILY BUSH
each



FB 284 PK
PINK PASSION ROSE AND LILY BUSH
each



FB 8524
OUTLAND MIXED (24 head -16 stem)
each



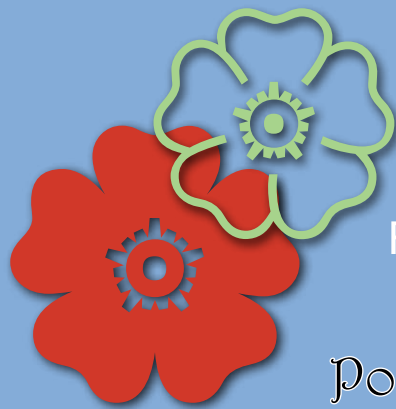
FB 234 GR
GREEN ORCHID BUSH
each



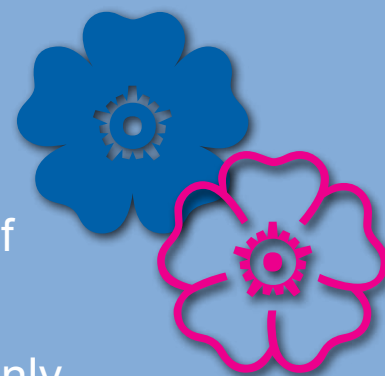
FB 234 PK
PINK ORCHID BUSH
each



FB 234 PU
LAVENDER ORCHID BUSH
each



Posiz Points

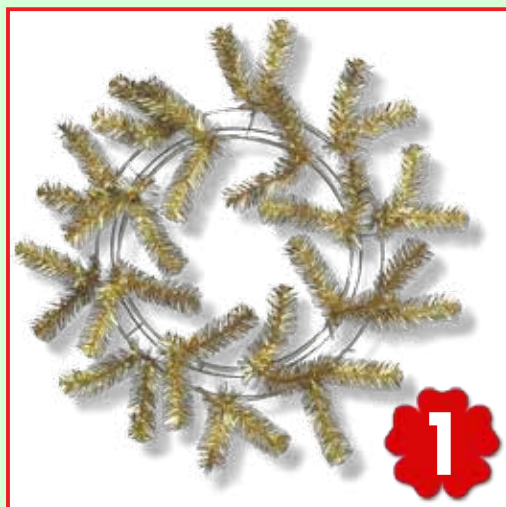


For every \$100.00 spent on pages 1-23 in this edition of **The Water Daily** earn 1 Posiz Point.
Posiz Points earned may be redeemed on page 16 only.
(Quantities limited.)



MW 712 HG
9ft x 12" GREEN GARLAND
case-12

MC 150 BRD
10" BURGUNDY BULK MESH
150 yds



MW 736 GD
36" GOLD MESH WORK WREATH
case-6

MW 748 HG
48" HUNTER WORK WREATH
case-4

PM 16 AS
16" KRINKLE ORGANZA ASST
bag-12



KL 913 RD
3/4" RED MARBLE-LITE 12 lite
42 inch

KL 913 MT
3/4" MULTI MARBLE-LITE 12 lite
42 inch

Gift Boxed & Batteries Included

BM 7784
10" WALKING AND TALKING PUPPIES
case-3



KL 9495
Z-LITE ASSORTMENT
case-48

Gift Boxed & Batteries Included

BM 7851
12" SINGING & DANCING KRITTERS
case-4

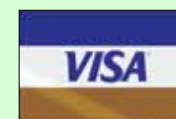
WaterDale Inc.

1303 Aerowood Drive, Mississauga, Ontario L4W 2P6

(905) 624-2600 • 1-800-565-1600

• fax: (905) 624-1609 • sales@waterdale.com

• www.waterdale.com



Use your Credit Card.
Employez votre Carte de Cr dit.