

# The Water Daily

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

Fall Edition 2024

## The Future of the Retail Florist "Go Underground"

The cost of doing business has not lowered. The prime interest rate in Canada has been at its highest since 2001 and any recent decreases to it are modest at best and intermittent. Over the past forty years, businesses have not seen the kind of increases in their overhead expenditures such as rent, utilities, salaries, benefits, insurance and everyday operating costs. Inflation is out of control due to the pandemic with no immediate solutions in sight. Wages have not increased fast enough to keep up with the cost of living and the economy is starting to show signs of distress.

The traditional retail florist is experiencing these same issues. Sales have not been the same over the last two years. Many have had to make big decisions and ask if they should continue doing business in the same way they had before. Industry insiders note that a large percentage of florists have decided to "Go Underground". They are moving to locations that are non-traditional. Main Street market environments are no longer

*Story Continues on page 11*



**WITH METAL BACKING**



GD 1812  
4,5,6" WOODEN LEAF/ROPE ASST  
case-16

**WITH  
HARD LINERS**

# Harvest Vases

**GH 746 - Fall Wooden Crate & Vase Set**  
**Includes: 29 FH 521 - 8.5" Tear Drop Vase Asst.**  
**& Wooden Crates with Dividers - 16" x 5.5" x 6"**



**GH 746**  
**FALL WOODEN CRATE AND VASE SET**  
 case-4

*Case Includes  
 12 Vases &  
 4 Crates*



**Sell Together  
 Or Separately**



**16x5.5x6" CRATE with DIVIDERS**



**GE 2310**  
**10" WOODEN VASE ASST**  
 case-12

## Posiz Points

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

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# Harvest & Clear Glassware



25 HR 807  
6.5" HARVEST ROPE STEPHY VASE  
case-24



25 CR 200 X  
6" MOUNTAINEER CANTEEN  
case-12



25 CR 575 X  
4.5" MOUNTAINEER JAR  
case-12



29 MB 1504  
4" WATER-CUBE WITH 24 FREE  
BURLAP COVERS  
case-24



29 MB 1505  
5" WATER-CUBE WITH 12 FREE  
BURLAP COVERS  
case-12



29 MB 3102  
4" CYLINDER WITH 24 FREE  
BURLAP COVERS  
case-24



29 MB 3101  
4.8" CYLINDER WITH 12 FREE  
BURLAP COVERS  
case-12

# Asphalt Ceramics



EAT 450  
6.5" ASPHALT ORCHID ASST  
case-12



EAT 2510  
10x4x4" ASPHALT RECT ASST  
case-12



EAT 25  
5.5" ASPHALT ORCHID ASST  
case-12



EAT 2010  
8x4x4" ASPHALT RECT ASST  
case-12



EAT 44  
4" ASPHALT CUBE ASST  
case-12

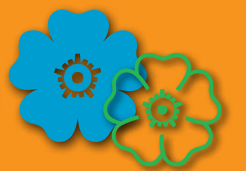


EAT 1510  
6x4x4" ASPHALT RECT ASST  
case-12



EAT 55  
5" ASPHALT CUBE ASST  
case-12

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# Harvest / Fall Ceramics



EDP 465  
4.5-6.5" TERRA POT COVER ASST  
case-12



EDP 707  
7" DESERT PEPPER VASE  
case-4



EDP 975  
9.5" DESERT PEPPER BOWL  
case-4



EDP 1510  
6x4x4" DESERT PEPPER RECT  
case-12



EDP 2010  
8x4x4" DESERT PEPPER RECT  
case-12



EDP 2510  
10x4x4" DESERT PEPPER RECT  
case-12



EDP 44  
4" DESERT PEPPER CUBE  
case-12



EDP 55  
5" DESERT PEPPER CUBE  
case-12



EDP 25  
5.5" DESERT PEPPER ORCHID  
case-12



EDP 450  
6.5" DESERT PEPPER ORCHID  
case-12



EAF 1510  
6x4x4" LEAVES RECT ASST  
case-12



EAF 2010  
8x4x4" LEAVES RECT ASST  
case-12



EAF 44  
4" LEAVES CUBE ASST  
case-12



EAF 55  
5" LEAVES CUBE ASST  
case-12

# Mocca Baskets & Forest Planters

All with  
Hard Liners



HAC 667  
6-7" MOCCA BASKET ASST  
case-18



HAC 408 case-18 8" MOCCA PLANTER  
HAC 410 case-12 10" MOCCA PLANTER  
HAC 412 case-12 12" MOCCA PLANTER  
HAC 414 case-9 14" MOCCA PLANTER



HAC 678  
6,7,8" MOCCA BASKET ASST  
6 set-3

HAC 8910  
8,9,10" MOCCA BASKET ASST  
6 set-3



HAK 309 case-12 9" BARK PLANTER



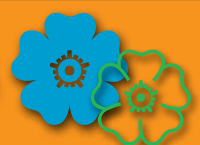
HAK 678  
6,7,8" BARK PLANTERS  
6 sets-3

HAK 8910  
8,9,10" BARK PLANTERS  
6 sets-3



HAK 44 case-24 4" FOREST CUBE  
HAK 55 case-24 5" FOREST CUBE  
HAK 4455 case-48 4/5" FOREST CUBE ASST

Posiz Points



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All with Hard Liners

# Honey Baskets & Planters

**11 SETS OF 3  
PLUS 1 - SIX INCH - EXTRA**



**HEN 667**  
6-7" HONEY BUSHEL ASST  
case-12

**HEN 678**  
6,7,8" HONEY BUSHEL ASST  
case-18



**HEN 456**  
4,5,6" NATURAL BUSHEL CUBES  
case-34



**HEH 506**  
6" HONEY BUSHEL BOWL  
case-18



**HEH 507**  
7" HONEY BUSHEL BOWL  
case-18



**HEH 614**  
6-14" HONEY BUSHEL BOWL  
3 sets-7



**HEH 510**  
10" HONEY BUSHEL BOWL  
case-12



**HEH 512**  
12" HONEY BUSHEL BOWL  
case-8

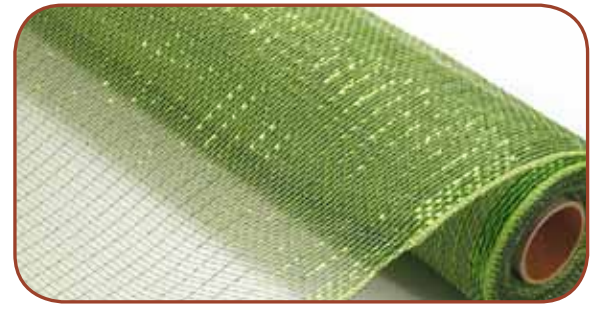
# Mesh Rolls & Work Wreath / Enhancer



**M 948 LOG**  
10" LIME/ORANGE/GOLD MESH  
10 yds



**M 948 GBC**  
10" GOLD/BROWN/COPPER MESH  
10 yds



**M 911 ALM**  
10" APPLE/LIME MESH  
10 yds



**M 911 BRY**  
10" BROWN MESH with RUBY RED FOIL  
10 yds



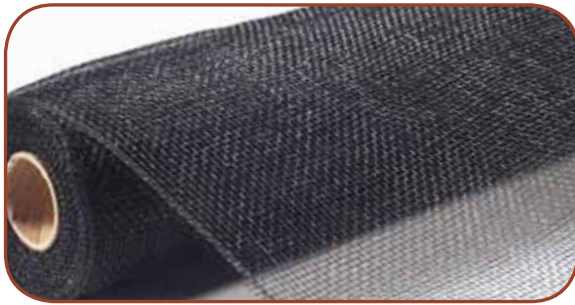
**M 915 BCP**  
10" BROWN MESH with COPPER FOIL  
10 yds



**MP 810 BOG**  
10" BEIGE/ORANGE/MOSS POLY BURLAP  
10yds



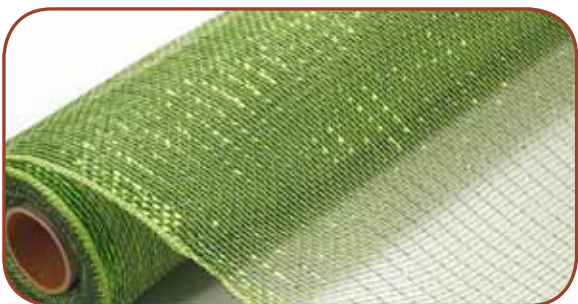
**M 54 MS**  
21" MOSS GREEN MESH  
10 yds



**M 54 BK**  
21" BLACK PLAIN MESH  
10 yds



**M 54 CH**  
21" CHOCOLATE BROWN MESH  
10 yds



**M 105 ALM**  
21" LIGHT GREEN MESH with LIME FOIL  
10 yds



**MP 821 BOG**  
21" BEIGE/ORANGE/MOSS POLY BURLAP  
10yds



**MW 730 HG**  
30" HUNTER WORK WREATH  
case-12



**ME 4009**  
31" SCARECROW ENHANCER  
set-5



# Hand Tightly's & Poly Burlap Sheets



PLT 9965  
6.5" ROUND BASE  
bag-25



PLT 80  
8" ROUND BASE  
bag-25



PLT 65  
6.5" SQUARE BASE  
bag-100



## POLY BURLAP SHEETS



MC 21 PBR  
21x21" POLY BURLAP BROWN  
pkg-100



MC 21 PNA  
21x21" POLY BURLAP NATURAL  
pkg-100



MC 21 PNL  
21x21" POLY BURLAP NILE  
pkg-100



MC 21 PRD  
21x21" POLY BURLAP RED  
pkg-100

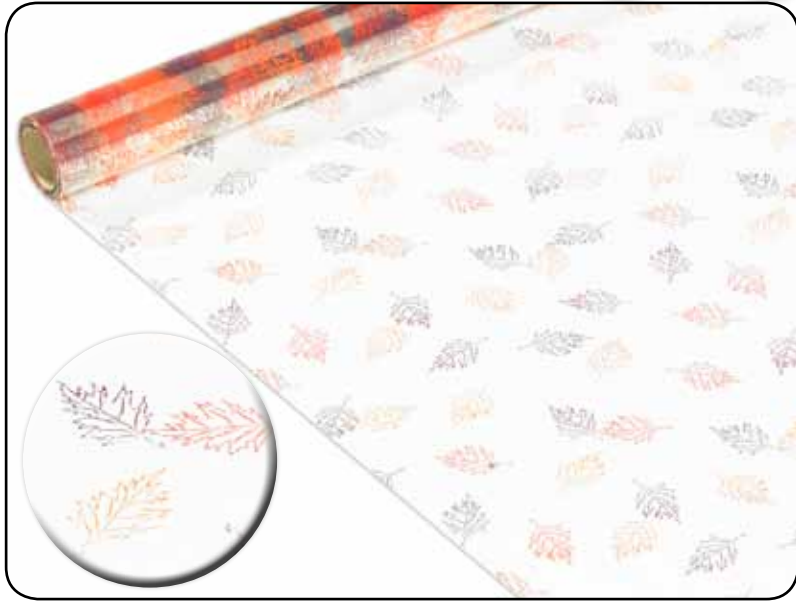


*Assortments May Vary*

MA 510 HV  
10" HARVEST MESH ASST  
bag-12

MA 53 HV  
21" HARVEST MESH ASST  
bag-12

# Floral Packaging



**PWP 30 HV**  
30" AUTUMN CELLO  
100 ft



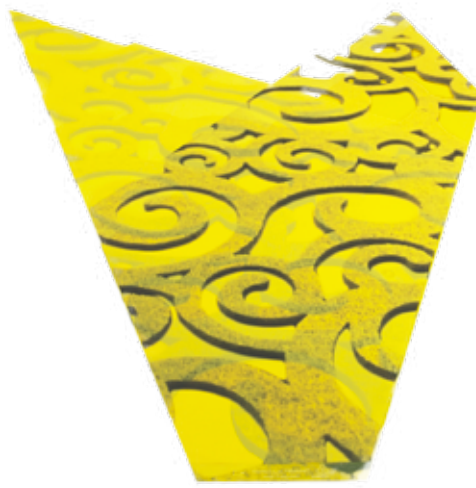
**CLEAR  
TRANSLUCENT  
FRONT  
COVER**



- |          |        |            |                  |
|----------|--------|------------|------------------|
| PSN 4025 | pkg-50 | 40x25x10cm | KRAFTLOOK SLEEVE |
| PSN 5025 | pkg-50 | 50x25x10cm | KRAFTLOOK SLEEVE |
| PSN 5035 | pkg-50 | 50x35x10cm | KRAFTLOOK SLEEVE |
| PSN 5040 | pkg-50 | 50x40x12cm | KRAFTLOOK SLEEVE |
| PSN 7558 | pkg-50 | 75x58x18cm | KRAFTLOOK SLEEVE |



**PS 5047**  
50x47x18 BLACK BAND SLEEVE  
pkg-50



**PS 84 YL**  
47x35x12 RETRO SLEEVE  
pkg-50



**PS 535 OG**  
50x35x9 ORANGE PASSION SLEEVE  
pkg-50



**5W BG 664**  
6x6x4" CLASSY BLACK SNUGGIE  
case-50



**5Z A 998**  
9x9x8" RAINBOW OPENTOP BOX  
bdl-100



**5W B 1163**  
11x6x3" CLASSY BLACK  
case-40



**SNUGGIE  
BOXES**

**5Z N 9910** bdl-50 9x9x10" RAINBOW

# Harvest / Fall Ribbon Assortments

**ASSORTMENTS MAY VARY**



**RYF 5007  
1.5" WIRED FALL ASST  
12-10yds**



**RYF 8135  
2.5" WIRED SUNFLOWER FESTIVAL ASST  
12-10yds**



**RYF 5010  
2.5" WIRED FALL ASST  
12-10yds**



**RY 4010  
4" WIRED FALL RIBBON ASST  
box-12**

**Basket  
NOT  
Included**

## The Future of the Retail Florist "Go Underground"

the norm. Owners are transferring to industrial units, garages, farms, and even their home basements to save money. These changes mean business adjustments. Those making this type of change can no longer rely on walk-ins, home décor, gift selections, and sales resulting from window presentations. There is a higher reliance on website and social media sales, resulting in increased expenditures in those areas.

Change isn't easy. The floral industry changes constantly and florists are used to it. Physical movement isn't easy, and most florists have been fortunate enough to never have done it. It is a risk, but so is losing money due to costs that are out of your control.

Talk to others in your industry at all levels. There is always a story to be told about moving. Some good, some bad. Do your research and listen to others in the industry who have had this experience. Ask questions, so you make the best possible decisions for YOUR business.

Source: Industry Insiders

Story Continued from Cover

# Memorial Bushes

More to Remember



**FB 224 HV**  
**FALL GERBERA BUSH**  
each



**FB 264 YG**  
**AUTUMN ROSE BUSH**  
each



**FB 264 YL**  
**YELLOW ROSE BUSH**  
each



**FB 124 CR**  
**CREAM GERBERA BUSH (15 head)**  
each



**FB 124 LM**  
**LIME GERBERA BUSH (15 head)**  
each



**FB 424 CR**  
**CREAM MUM BUSH (9 head)**  
each



**FB 783 YL**  
**YELLOW CALLA/MUM BUSH**  
each



**FG 3724**  
**21" RED FICUS LEAF**  
box-120



**FG 5430**  
**21" GREEN FICUS LEAF**  
box-120



**FG 5072**  
**17" LEATHER LEAF BUSH**  
bag-12



**FG 1034**  
**14" PLASTIC CYCAS FERN**  
box-288



**FG 5431**  
**21" VARIEGATED FICUS LEAF**  
box-120

All on Stem/Pick

# Harvest/Fall Sprays & Picks



9H 450  
15" PUMPKIN PICK  
bag-12



9H 461  
12" PUMPKIN SPRAY  
bag-12

Bouquet  
Sprays/  
Picks



9H 937  
12" HARVEST SPRAY  
bag-12

**GREAT  
TO  
PULL  
APART!**

Bouquet  
Sprays/  
Picks



9H 939  
12" FALL LEAVES/BERRY SPRAY  
bag-12

Bouquet  
Sprays/  
Picks



9H 941  
12" FALL/PUMPKIN SPRAY  
bag-12



9H 936  
22" FLOCKED BERRY SPRAY  
bag-12

LONG  
STEM



9H 938  
22" FLOCKED BERRY SPRAY  
bag-12

LONG  
STEM



9H 940  
25" FALL/PUMPKIN SPRAY  
bag-12

# Bulk Pack Mylar & Big Mylar



LZ 4008  
24" BIRTHDAY MYLAR  
bag-5



LZ 4088  
43" SMILEY MYLAR  
bag-5



LZB 4365  
18" BIRTHDAY MYLAR  
bag-25



LZB 4245  
18" BIRTHDAY MYLAR  
bag-25



LZB 4479  
18" BIRTHDAY MYLAR  
bag-25



LZB 5244  
18" BIRTHDAY MYLAR  
bag-25



LZB 4187  
18" BIRTHDAY MYLAR  
bag-25



LZR 4384  
18" ROMANCE MYLAR  
bag-25



LZM 5621  
18" THANK YOU MYLAR  
bag-25



LZC 4342  
18" CONGRATS MYLAR  
bag-25



LZG 4283  
18" GET WELL MYLAR  
bag-25



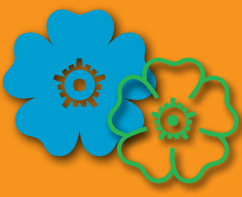
LZG 4217  
18" GET WELL MYLAR  
bag-25



LZG 4558  
18" GET WELL MYLAR  
bag-25



LZN 5415  
18" WELCOME MYLAR  
bag-25

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# Melamine Pots & Plastic Containers



7A 1028  
4.5" MELAMINE FATHERS DAY ASST  
pkg-12



7A 24 AS  
5.25" MELAMINE FESTIVE ASST  
case-24



6T B 451  
6" BLACK CAMPANA POT  
case-24



6T W 451  
6" WHITE CAMPANA POT  
case-24



6W B 482  
5" BLACK EUROFLARE  
case-48



6W B 484  
9x4" BLACK EUROFLARE  
case-36



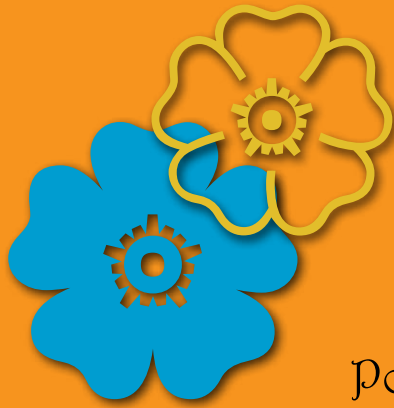
6T W 775  
7.5" WHITE VERSA  
case-24



6T G 775  
7.5" GREEN VERSA  
case-24



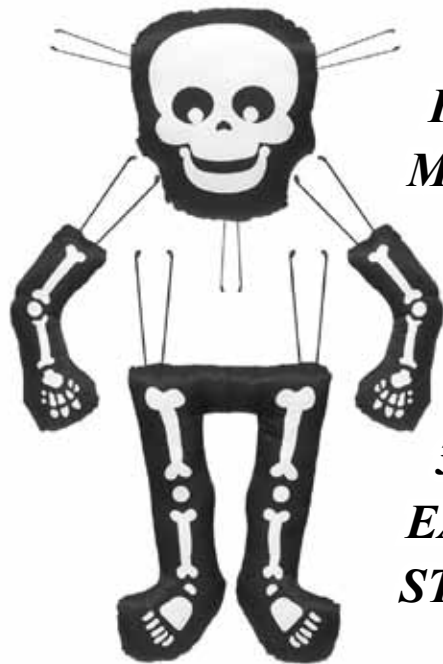
6W B 486  
13x13" BLACK EUROFLARE  
case-24



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*(Quantities limited.)*



**FOR MESH**

**3 of EACH STYLE**



ME 99 AS  
29" SKELETON ENHANCER & 27" MUMMY ENHANCER COMBO PACK  
pkg-6



AC 41 BKX  
BLACK MEGA BEADS (.25"- .75" beads)  
13 ft



KV 20 X  
2" TEALIGHT VOTIVE  
case-48



AW 70 BRX  
BROWN FLAT WIRE  
33 ft



AW 750 RD  
RED RUSTIC WIRE  
165 ft



29 RG 227  
9" ROSEGOLD TRIP ASST GLASSWARE  
case-18



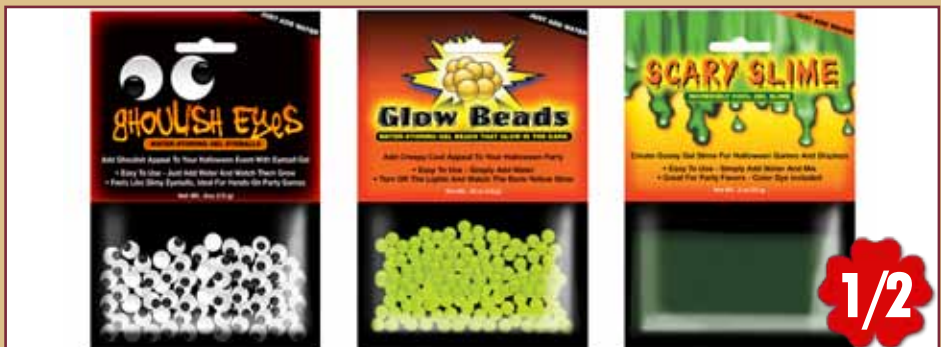
29 LM 403  
3" LIME ECONO-CUBE GLASSWARE  
case-36



SAC 13- P  
4" CERAMIC COASTERS  
pack-24



TX 3965 X  
8.5oz WINE GLASS  
case-24



AX 200 AS  
HALLOWEEN GEL ASSORTED COMBO PACK  
pkg-8



MR 704 AS  
4" POLY BURLAP ASSORTMENT (4 OF EACH COLOUR)  
pkg-12

## 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



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