



**Kentucky FFA  
2020 Agricultural Sales CDE  
Regional Product Information**

**Company: FloraLife**

It all started back in 1938 when the very first fresh cut flower food was invented by Floralive. Its beginning was a joint venture between a successful commercial grower of roses, William Bussert, and a Chicago, Illinois cut flower wholesaler, James Sykora, Sr. of the Amling Co. Early advertising for Floralive® products featured famous 20th Century-Fox movie star actress, Joan Bennett. With promotional success, additional floral innovations soon followed, leading to the breadth of products available today.

A privately held company until 2006, the company was sold to Rohm & Hass, the worldwide chemical conglomerate. Shortly after in January 2007, the Smithers-Oasis Company acquired the organization, as the two product lines are highly complementary. Smithers-Oasis is best known worldwide for its OASIS® brand Floral Foam, the world's first water-absorbing foam invented by V.L. Smithers in 1954. The product revolutionized the floral industry by offering florists a way to hydrate flowers while securing them in the desired arrangement. Today, OASIS® Floral Foam and floral accessories are used by florists around the world.

The corporate headquarters for Floralive is located in Walterboro, South Carolina U.S.A. Among tall pine trees which bring this southern region charm, this facility houses sales, manufacturing, warehousing, and research facilities all under one roof. The Floralive® product line is based upon years of research and development. With offices and laboratories worldwide in the most important flower trading countries in the world, testing is conducted based upon customer and market needs. Ongoing research has resulted in greater knowledge of the performance of specific plant types, resulting in enhanced products and services.

**Clear Crowning Glory® solution keeps arrangements fresher and customers satisfied. This easy to apply liquid shield holds in moisture which reduces water loss, keeping flowers more vibrant. Often used in delicate traditional wedding flowers, such as gardenias, stephanotis, roses, and lilies, where the arrangements are in no or little water, it's the final hydrating step.**

**Clear Crowning Glory® solution can be used by all levels of the floral industry including Growers, Wholesalers, Bouquet Makers, and Retail Florists.**

**Product:**

**Clear Crowning Glory®**  
hydration and protection spray

**Information:**

<http://floralife.com>

**For the sake of this event:**

All products and services are sold in all states and provinces of the United States.

***\*If you bring a calculator, please be sure it is separate from a cell phone or personal electronic device.***