

IDEA & STYLE GUIDE

VOLUME 3, JANUARY 2009: THE LIFESTYLE™ COVER COLLECTIONS + MORE
FEATURING TOSCANA™ COLLECTION & INTRODUCING HOLIDAY TIN™ COLLECTION

ONLY FROM A-ROO COMPANY

A COMPANION GUIDE FOCUSING ON THE NEW-
EST IDEAS IN FLORAL PACKAGING AND STYLE
COLLECTIONS OF THE NEWEST GENERATION
OF LIFESTYLE™ COVERS ALONG (+) WITH SOME
OF THE NEWEST AND LATEST PRODUCTS
FROM OUR EXCLUSIVE VENDOR PARTNERS IN
EUROPE AND AROUND THE GLOBE.



A-ROO COMPANY
REGIONAL OFFICES
& SERVICE CENTERS

OHIO

22360 ROYALTON ROAD
P.O. BOX 360050
STRONGSVILLE, OHIO 44149
PH 440.238.8850
FX 440.238.2212
salesohio@a-roo.com

FLORIDA

1511 NW 82ND AVENUE
MIAMI, FLORIDA 33126
PH 305.463.7011
FX 305.463.7013
salesflorida@a-roo.com

TEXAS

963 SCHRIEWER ROAD
SEGUIN, TEXAS 78155
PH 830.372.4770
FX 830.372.0483
salestexas@a-roo.com

CALIFORNIA

3840 OCEANIC DRIVE SUITE 512
OCEANSIDE, CALIFORNIA 92056
PH 760.724.2766
FX 760.724.2767
salescalifornia@a-roo.com

www.a-roo.com

PURPOSE

WE ARE PROUD TO OFFER THE THIRD VOLUME OF OUR IDEA & STYLE GUIDE AS WE CONTINUE OUR QUEST TO PRESENT, REVEAL AND AMPLIFY THE VERY BEST AND LATEST IN FLORAL PACKAGING TO THE INDUSTRY.

THE SPECIFIC PURPOSE OF THIS GUIDE IS TO HELP DISCOVER AND PRESENT THE AESTHETIC BENEFITS AND QUALITIES OF THE NEWEST GENERATION OF LIFESTYLE™ COVERS DEVELOPED FOR EVERYDAY AND SEASONAL USE. WE PRESENT THE TOSCANA™ LIFESTYLE™ COVER COLLECTION AND INTRODUCE AND UNVEIL THE TOTALLY NEW HOLIDAY TIN™ LIFESTYLE™ COVER COLLECTION. BOTH OF THESE EXCITING ALL-NEW LIFESTYLE™ COVERS HAVE BEEN DEVELOPED THROUGH PURE DILIGENCE. WE INTENTLY LISTEN TO OUR CUSTOMERS, INTENSELY FOLLOW AND KEEP A CLOSE WATCH OVER THE LATEST COLOR AND STYLE TRENDS IN HOME AND OFFICE INTERIOR DÉCOR, FURNISHINGS AND APPAREL AND WORK HARD TO DEVELOP NEW TECHNICAL ABILITIES AND TECHNIQUES THAT SHOW THROUGH AS VALUE ADDED FEATURES TO BOTH OF THESE WONDERFUL PACKAGING COLLECTIONS.

ONCE AGAIN OUR DESIGN TEAM AND CREATIVE DEPARTMENT HAVE COLLABORATED TO CREATE ALL NEW PACKAGING COMPONENTS AND COORDINATED ACCESSORIES THAT ARE EASY TO USE AND PLAN WITH. THESE BOTH STYLISHLY ENHANCE AND OFFER NEEDED PROTECTION TO FURNISHINGS, ALL THE WHILE KEEPING WITH OUR DEEP COMMITMENT TO OFFER THE VERY 'BEST OF THE BEST' AND THE VERY LATEST. THE INTENT IS CONTRIBUTING TANGIBLE VALUE, MAKING ECONOMIC SENSE AND WORKING WELL FOR THE BEST BUSINESS INTERESTS OF RETAILERS AND GROWERS ALIKE.

A FINAL PURPOSE OF THIS GUIDE IS TO SHOWCASE SOME OF THE NEWEST AND LATEST ITEMS FROM OUR EXCLUSIVE VENDOR PARTNERS FROM EUROPE AND AROUND THE GLOBE. FOR OVER 26 YEARS A-ROO COMPANY HAS STRATEGICALLY TRAVELED THE WORLD IN PURSUIT OF DISCOVERING, IDENTIFYING AND DEVELOPING NEW FLORAL PACKAGING OR ACCESSORY TYPE ITEMS THAT CONTINUE TO PROVIDE OUR CUSTOMERS THE VERY 'BEST OF THE BEST' AND THE VERY LATEST FROM EVERY CORNER OF THE PLANET. IN THIS THIRD VOLUME OF OUR IDEA AND STYLE GUIDE, WE PLACE A FOCUS ON SOME OF THESE WONDERFUL ITEMS THAT COME FROM SOME OF THE FINEST FLORAL-ORIENTED PACKAGING AND ACCESSORY MANUFACTURING COMPANIES IN THE WORLD. WE ARE PROUD TO PARTNER WITH THESE COMPANIES AND NOW OFFER THEIR PRODUCTS EXCLUSIVELY FROM THE A-ROO COMPANY.

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OR THOSE FAMILIAR WITH THE UBER-QUAINT, TWISTING AND TURNING COBBLESTONE STREETS OF CENTURIES OLD HILLSIDE VILLAGES IN THE ITALIAN PROVINCE OF TUSCANY, IT IS EASY TO ENVISION THE LOVELY WELL-KEPT HOMES AND SHOPS THAT LINE THESE PICTURESQUE STREETS WHERE THE ONLY TRAFFIC YOU'LL FIND IS FOOT TRAFFIC. EVERY VISITOR LEAVES WITH A LIFELONG CACHE OF MEMORIES THAT BEG FOR ANOTHER VISIT; PERHAPS THE NEXT TIME WITH A FAMILY MEMBER OR LOVED ONE TO SHARE IT WITH.

JUST AROUND EVERY WINDING CORNER IS YET ANOTHER INTOXICATINGLY BEAUTIFUL VISTA. THE SCENERY SUGGESTS TO EVEN THE MOST STALWART, FAST-PACED, HIGH-TECH, CANNOT-TAKE-EVEN-A-SECOND-TO-RELAX, TYPE DOUBLE-A INDIVIDUAL THAT THERE MAY JUST BE A BETTER WAY. A MORE RELAXED AND SLOWER LIFESTYLE THAT STAYS CONSTANT IN OUR EVER-CHANGING, LIGHTNING SPEED WORLD IS THE RESULT. A WORLD THAT HAS GONE MOSTLY UNCHANGED FOR DECADES AND IS NOT WAITING FOR, WANTING OR NEEDING A NEW HANDY-DANDY, TIMESAVING TECHNICAL DEVELOPMENT IS THE SOLUTION.

HERE, HANDMADE GOODS ARE COMMONPLACE AND A PART OF THE ENTIRE FABRIC OF LIFE. ALONG THESE VILLAGE STREETS, ONE WILL INEVITABLY FIND WONDERFULLY PLANTED WALL

CLINGING GARDENS ALONGSIDE ORNATE FLOWER PLANTINGS. A FEW STEPS FURTHER, ONE WILL SEE MANICURED TREES IN HAND-MOLDED EARTHEN POTS MADE FROM THE AREA'S NATURAL SOIL AND ROCK, ENVELOPING TUSCANY IN A COLOR PALETTE THAT BLENDS PERFECTLY WITH THE SCENERY AND SOLIDIFIES THE VISUAL PRESENCE OF ITS BEAUTIFUL AND TRADITIONAL ITALIAN VILLAS AND VILLAGES.

MANY TIMES THESE ANCIENT WALLED AND HILLTOP CITIES WITH THEIR STONE STREETS, FOUNTAINS AND GARDEN TERRACES TAKE ON SIMILAR CHARACTERISTICS IN BOTH COLOR AND TEXTURE AS THE PLANTERS OR THE URNS, CRUETS, AMPHORAE AND OTHER DECORATIVE AND UTILITARIAN ACCOUTREMENTS THAT THE PLANTERS ARE SET IN SCENE WITH. THESE PLANTERS RANGE IN SIZE. SOME ARE PETITE, HOLDING A SMALL FLOWERING OR GREEN PLANT OR A BEAUTIFUL CLUSTER OF COLORFUL FLOWERS. SOME ARE QUITE LARGE, HOLDING ORNAMENTAL VARIETIES OF TREES AND SHRUBS THAT MAY FLOWER OR REMAIN WOODY AND GREEN. THE VARIETY OF STYLES REPRESENT THE BYGONE ERAS AND THE CIVILIZATIONS THAT LEFT BEHIND THEIR ART AND INFLUENCE OVER MANY CENTURIES.

IT IS THESE 'NATURALLY NEUTRAL' EARTHEN COLORS AND THE STYLE IN WHICH THEY ARE HANDCRAFTED THAT INSPIRED THIS LIFESTYLE™ COVER COLLECTION WE ADORINGLY CALL TOSCANA.™



THE TOSCANA™ LIFESTYLE™ COVER COLLECTION IS INSPIRED BY THE ANCIENT STYLES. ITS EXTERIOR APPEARANCE IS MADE TO HAVE THE NATURAL EARTHEN LOOK OF THE PLACE AND REGION THAT INSPIRED THIS ALL-NEW COLLECTION OF POTTED PLANT COVERS AND FLOWER CONTAINERS.

A 6-INCH TOSCANA™ POT COVER IN TERRACOTTA.

NEW AND ADVANCED TECHNICAL ABILITIES AND TECHNIQUES WERE USED TO CREATE THE 'NATURALLY NEUTRAL' LOOK AND FEEL THAT WAS ADOPTED AFTER LISTENING TO OUR CUSTOMERS SEEKING THE BEST NEW EVERYDAY AND SEASONAL APPEARANCE. TOSCANA™ IS AMONG OUR MOST FUNCTIONAL, EASY-TO-USE AND EASY-TO-PLAN-WITH PLANT AND FLOWER-FRIENDLY PACKAGING ACCESSORY.





- A CLOSE-UP OF 6-INCH TOSCANA™ POT COVERS WITH CLEAR SLEEVES.
- B TOSCANA™ AT THE DINNER TABLE.
- C 6-INCH TOSCANA™ POT COVERS WITH CLEAR SLEEVES.

COLORS OF THE EARTH, SEA & SKY ARE NATURALLY NEUTRAL / THE EARTHENWARE FINISH IS HOME OR OFFICE DÉCOR READY

SMART-LOOKING IN VIRTUALLY ANY INTERIOR OR EXTERIOR ENVIRONMENT, THIS IS NEW WORLD PACKAGING INSPIRED BY OLD WORLD STYLE. WITH ITS HAND MODELED EARTHENWARE LOOK, THE NEW TOSCANA™ LIFESTYLE COVERS™ COLLECTION REPRESENTS THE COMBINATION OF NEW TECHNICAL DEVELOPMENTS AND A DEDICATED TEAM OF THE INDUSTRY'S BEST PROFESSIONALS MAKING CERTAIN THAT EVERY DETAIL AND EVERY GOOD BUSINESS PRINCIPLE HAS BEEN ENGRAINED IN THIS NEW GENERATION LIFESTYLE™ COVER COLLECTION.

OUR SKILLED TEAM CAREFULLY SELECTED A COLOR PALETTE AND DEVELOPED PRINTING INK TECHNOLOGY THAT COULD ACCURATELY REPRESENT AND DEPICT THE TRUE LOOK AND FEEL OF THE WONDERFUL HAND MOLDED TUSCAN PLANTERS. THESE MODERN PLANT COVERS AND FLOWER CONTAINERS WERE DEVELOPED OVER MONTHS OF EXPERIMENTATION AND PRODUCTION TRIALS.

AN ARTISTIC, EMBOSSED DESIGN WAS DEVELOPED THROUGH INSPIRATION FROM THE OLD WORLD AND IT WAS GIVEN A NEW WORLD INTERPRETATION BY OUR CREATIVE DEPARTMENT. THE ASSOCIATED PRODUCTION TECHNOLOGY TO MOLD THIS TUSCAN FLORAL RELIEF DESIGN WAS SIMULTANEOUSLY DEVELOPED AND THIS NEW TECHNIQUE IS CARRIED OVER IN THE ALL NEW HOLIDAY TIN™ COLLECTION AS WELL. OUR ABILITY TO EMBOSS A LIFESTYLE™ COVER PROVIDES NEW POSSIBILITIES FOR FUTURE LIFESTYLE™ COVER COLLECTIONS AND MAY INSPIRE SOME OF OUR CUSTOMERS TO CONSIDER EMBEDDING THEIR BRAND OR PERSONALIZED DECORATIVE LOOK ON THEIR OWN CUSTOM LIFESTYLE™ COVERS AND FLORAL CONTAINERS.

WITH THEIR INHERENT 'NATURALLY NEUTRAL' TONES, THE TOSCANA™ LIFESTYLE™ COVERS EASILY ADAPT AND BLEND THEIR SUBTLE BEAUTY INTO ANY HOME OR OFFICE DÉCOR AS WELL AS TRANSITION EASILY TO AN EXTERIOR ENVIRONMENT.

LEAK PROOF AND EASY-TO-USE (AS ALL LIFESTYLE™ COVERS HAVE BECOME WELL KNOWN FOR), THIS NEW TOSCANA™ COLLECTION WAS DESIGNED TO OFFER AN ECONOMICAL, LONG LASTING AND DURABLE LOOK WHOSE COLOR PALETTE SELECTIONS COORDINATE WELL WITH THE NATURAL COLOR PALETTE OF TODAY'S MOST POPULAR GREEN & FLOWERING PLANTS.

TOSCANA™ COLLECTION

DESIGN & BENEFITS

TOSCANA™ LIFESTYLE™ COVERS ARE WINNERS AND WERE DEVELOPED TO BENEFIT GROWERS, WHOLESALERS AND RETAILERS. WIN-WIN = WINNERS.

GROWERS WILL ENJOY THESE UNIFORM, EASY-TO-USE AND VERY ECONOMICAL POT COVERS THAT ENHANCE AND MAKE THEIR PLANTS 'MARKET-READY.'

WHOLESALERS WHO DEVELOP AND PROVIDE PROGRAMS TO SHOPS OR CHAIN STORES WILL ALSO APPRECIATE THE EASY-TO-SELECT AND COORDINATE COLORS THAT MATCH WELL WITH ALL PLANT VARIETIES. THE ABILITY TO UPGRADE WITHIN THE COLLECTION MAKES FULL USE OF INVENTORIES; EASILY CREATE NEW APPEARANCES BY SIMPLY ADDING TOSCANA™ COLLECTION'S DLS SHEETS WHILE MAINTAINING AN ECONOMICAL PRICE POINT THAT ALLOWS EXTRA VALUE FOR WHOLESALERS AND THEIR CUSTOMERS ALIKE.

RETAILERS LOOKING FOR THE 'EDGE' IN MAKING THEIR EVERYDAY AND SEASONAL ORIENTED PROGRAMS MORE SUCCESSFUL, SUSTAINABLE AND PROFITABLE FOR THEMSELVES AND THE VENDERS THEY PARTNER WITH WILL APPRECIATE THE WAY TOSCANA™ LIFESTYLE™ COVERS PUT A FOCUS ON THE PLANT VARIETY ITSELF WITH THE COLLECTION'S 'NATURALLY NEUTRAL' COLOR PALETTE AND DÉCOR-READY STYLE; ALL DONE WHILE REMAINING ECONOMICAL DESPITE A HIGHER VALUE APPEARANCE.

THIS ALL NEW LIFESTYLE™ COVER COLLECTION CAN ALSO 'KICK IT UP A NOTCH' TO BOOST SEASONAL SALES, SOLIDIFY RE-SALE PRICES OR ADD VALUE AND ZEST TO ANY PLANT PROMOTION BY ADDING THE TOSCANA™ COLLECTION'S CO-ORDINATED DESIGNER DLS SHEETS.

COMPONENTS

THE TOSCANA™ LIFESTYLE COVER IS AVAILABLE IN 4AZ, 4ST, 4.5AZ, 6AZ & 6.5AZ SIZES AND COMES IN 5 EARTH, SEA AND SKY-INSPIRED COLORS. IN ADDITION, THE TOSCANA™ COLLECTION INCLUDES 12- AND 16-INCH MATCHING DLS SHEETS (ORDERED SEPARATELY). ON THE FOLLOWING PAGES ARE SWATCHES FOR THE TOSCANA™ COLLECTION AND PRODUCT CODES FOR EACH ITEM AS WELL AS NEW COLORS THAT WILL DEFINE THE FUTURE OF THE TOSCANA™ COLLECTION.

THE SWATCHES SHOWN HERE ARE INTENDED TO BE USED AS A GUIDE. ACCURACY CANNOT BE GUARANTEED DUE TO NORMAL PRINTING LIMITATIONS AND VARIABLES IN PRINTING TECHNIQUE (4-COLOR OFFSET V. SPOT COLOR ROTOGRAVURE PLUS EMBOSSEING). PLEASE CONSULT AN OFFICIAL PANTONE® SWATCHBOOK FOR EXACT, ACCURATE COLOR REPRESENTATION.



4 AZ



4 ST



4.5 AZ



6 AZ



6.5 AZ

12-INCH AND
16-INCH DLS SHEETS

TOSCANA™ CLASSICO

THESE TOSCANA™ COLLECTION COLOR SCHEMES ARE VIBRANT AND BRIGHT, REPRESENTING THE CLASSIC FLORAL PALETTE. WE CARRY EACH OF THESE COLORS IN STOCK FOR EACH OF THE 5 SIZES IN WHICH TOSCANA™ IS OFFERED, ALONG WITH 12- AND 16-INCH DLS SHEETS FOR EACH OF THE COLORS AS WELL.

TOSCANA™ COLLECTION PRODUCT CODES

CORAL PINK

LSC-TOS-4AZ-SEAC
LSC-TOS-4ST-SEAC
LSC-TOS-4.5AZ-SEAC
LSC-TOS-6AZ-SEAC
LSC-TOS-6.5AZ-SEAC

DLS-12-TOS-SEAC
DLS-16-TOS-SEAC

GRANITE BLUE

LSC-TOS-4AZ-GRBL
LSC-TOS-4ST-GRBL
LSC-TOS-4.5AZ-GRBL
LSC-TOS-6AZ-GRBL
LSC-TOS-6.5AZ-GRBL

DLS-12-TOS-GRBL
DLS-16-TOS-GRBL

MOSS GREEN

LSC-TOS-4AZ-MOGR
LSC-TOS-4ST-MOGR
LSC-TOS-4.5AZ-MOGR
LSC-TOS-6AZ-MOGR
LSC-TOS-6.5AZ-MOGR

DLS-12-TOS-MOGR
DLS-16-TOS-MOGR





SUNSET

LSC-TOS-4AZ-SUN
LSC-TOS-4ST-SUN
LSC-TOS-4.5AZ-SUN
LSC-TOS-6AZ-SUN
LSC-TOS-6.5AZ-SUN

DLS-12-TOS-SUN
DLS-16-TOS-SUN

TERRACOTTA

LSC-TOS-4AZ-TER
LSC-TOS-4ST-TER
LSC-TOS-4.5AZ-TER
LSC-TOS-6AZ-TER
LSC-TOS-6.5AZ-TER

DLS-12-TOS-TER
DLS-16-TOS-TER



TOSCANA™ DI TERRA

WE DON'T OFFER THESE COLORS JUST YET, BUT THE POTENTIALLY NEW TOSCANA™ COLLECTION COLOR SCHEMES ARE DARK AND FULL OF LUXURIOUS WARMTH, MORE REMINISCENT OF THE VASES, PLANTERS AND URNS ONE MIGHT FIND IN TUSCANY ITSELF. WE ARE QUITE EXCITED ABOUT THE POTENTIAL OF THESE NEW COLOR SCHEMES AND THIS NEW DESIGN DIRECTION FOR TOSCANA™, BUT WE'D LOVE TO HEAR WHAT YOU THINK ABOUT THEM BEFORE THEY GO ON THE MARKET. PLEASE OFFER YOUR OPINION TO YOUR A-ROO REPRESENTATIVE SO WE CAN PROVIDE EXACTLY WHAT YOU'RE LOOKING FOR.

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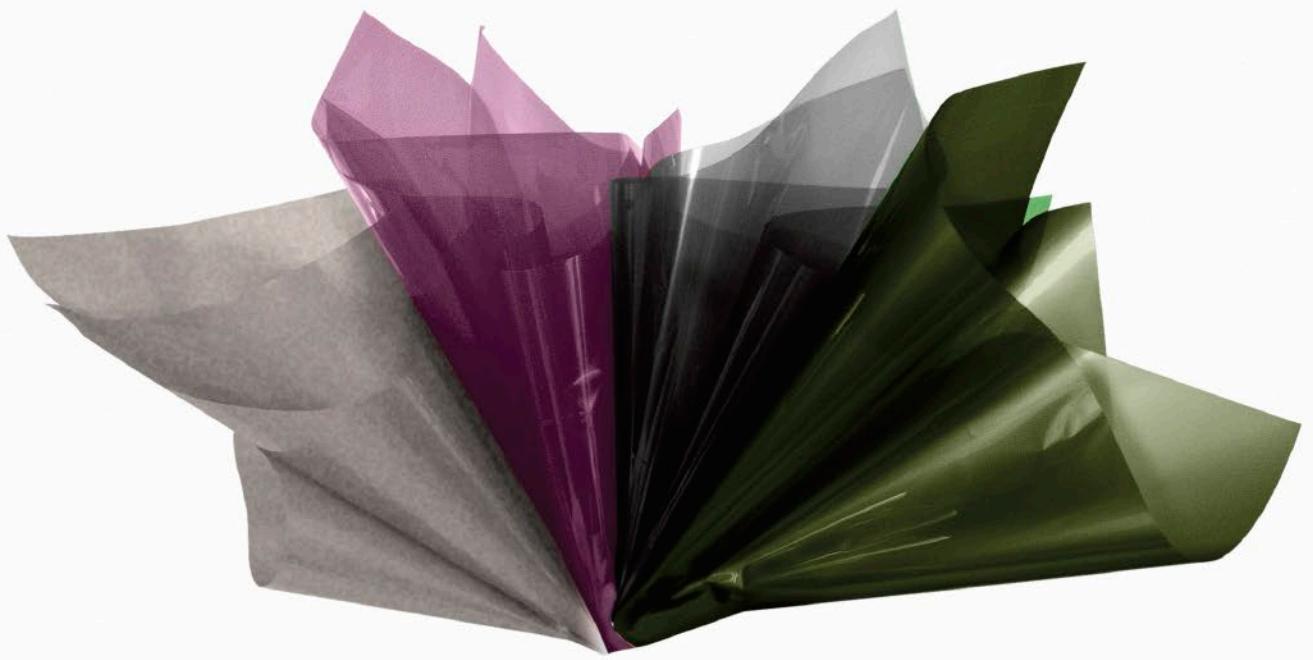


PANTONE®
5185

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PANTONE®
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PISA

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E HAVE WORKED EXTRA HARD AND A LITTLE 'OVERTIME' TO UNVEIL THIS WONDERFUL ALL-NEW HOLIDAY-ORIENTED LIFESTYLE™ COVER COLLECTION A FULL YEAR IN ADVANCE OF THE 2009 AND 2010 HOLIDAY SEASON.

THIS ADVANCED INTRODUCTION ALLOWS FOR EXTRA PLANNING TIME TO PROMOTE THE ALL IMPORTANT HOLIDAY SEASON SALES THAT GROWERS, WHOLESALERS AND RETAILERS ALL DEPEND UPON TO END THE 4TH QUARTER OF THE CALENDAR YEAR ON A SUCCESSFUL SALES RISE. WE ARE CONTINUING TO WORK HARD TO INTRODUCE AND BRING FORWARD SEASONAL AND HOLIDAY SPECIFIC IDEAS & STYLES IN NEW FORMS OF FLORAL PACKAGING AS FAR IN ADVANCE AS POSSIBLE. WE HAVE LISTENED TO OUR CUSTOMERS AND WE ARE COMMITTED TO 'MAKING IT HAPPEN' FOR YOU.

IT IS A WELL KNOWN FACT THAT THE WORLD'S LARGEST FLOWERING INDOOR POTTED PLANT CROP—POINSETTIAS— HAVE BECOME IMBEDDED IN AND ARE PART OF THE 'FABRIC' AND LANDSCAPE OF HOLIDAY TRADITION WORLDWIDE. IT IS TRULY WORTHY OF THE LABEL 'ICONIC.'

IT IS ALSO WELL KNOWN THAT THIS INCREDIBLE HOLIDAY PLANT'S LIFE CYCLE, FROM PROPAGATION TO GROWTH TO HARVEST, IS EXTENDED AND REQUIRES AMPLE PLANNING TIME. THE HOLIDAY SEASON'S 'WINDOW' OF SALES HAS GROWN LONGER (AND STARTED EARLIER) WITH EACH PASSING YEAR. THIS AMPLIFIES THE IMPORTANCE TO ALL BUSINESS SECTORS THE SHEAR MAGNITUDE THIS HOLIDAY PERIOD HAS ON EVERYONE'S 'BOTTOM LINE.'

WHILE POINSETTIA SALES ARE A 'FRONT-SEAT DRIVER' IN FLORAL HOLIDAY DOLLARS AND A LOT OF SHOP AND DEPARTMENTAL ACTIVITY IS GENERATED AROUND THIS PLANT ICON, OTHER PLANT VARIETIES' SALES SUFFER. THE EVER-EXTENDING HOLIDAY SALES SEASON MAKES REPEAT LATE SEASON SALES MORE OF A POSSIBILITY FOR THIS 'SHELF-LIFE' SENSITIVE PLANT AND INCREASES THE POTENTIAL TO INCLUDE NON-TRADITIONAL PLANT VARIETIES IN THIS MEGA-IMPORTANT SALES CYCLE.

IT'S A CHALLENGE FOR ANY RETAILER, WITH NEARLY TWO MONTHS OF ROOM TEMPERATURE AND LESS THAN IDEAL CONDITIONS, FOR THE POINSETTIA TO ENJOY ITS FULL HOLIDAY BRILLIANCE AND MAINTAIN ITS FRESHNESS AND GLAMOUR.



THE MAKING OF A NEW HOLIDAY TRADITION /

WE WORKED LIKE SANTA'S ELVES TO CREATE AN INSPIRED ALL-NEW DESIGN THAT HAS AN ULTRA-RICH, DEEPLY POLISHED METAL LUSTER FINISH APPEARANCE WITH A TINSMITH-STYLE HAMMERED HOLIDAY DESIGNER PATTERN THAT WILL GIVE EVERY HOLIDAY PLANT A FRESH NEW LOOK THAT IS ANCHORED IN HOLIDAY TRADITION.

- A HOLIDAY TIN™ POT COVERS WITH CLEAR SLEEVES.
- B HOLIDAY TIN™ POT COVERS IN RED AND SILVER WITH DLS SHEETS IN RED & SILVER SHOWN AT STORE LEVEL.
- C HOLIDAY TINS™ DECORATING THE FIREPLACE HEARTH.



WE ARE LISTENING TO YOU, OUR CUSTOMER, AND ARE KEEPING A CLOSE EYE ON HOLIDAY PACKAGING TRENDS IN THE APPAREL, DÉCOR AND SPECIALTY FOOD & GIFT INDUSTRIES. WE ALSO INVESTIGATED, TESTED, DESIGNED AND RE-DESIGNED RENDITION AFTER RENDITION IN SEARCH OF JUST THE RIGHT LOOK, FEEL, VIBE AND STYLE THAT WOULD EMBODY ALL THE CRITERIA THAT YOU HAD ESTABLISHED.

AMONG THE CRITERIA WERE: A NEW FRESH LOOK WITH A TIMELESS, HOLIDAY-STEEPED APPEARANCE THAT WAS BOTH SUSTAINING AND DURABLE. THE LOOK HAS HOLIDAY STYLE, HIGH SHINE AND GLOSS WITHOUT BEING GAUDY, AND IS ECONOMICAL WHILE MAINTAINING A HIGH VALUE APPEARANCE...

A 6-INCH HOLIDAY TIN™ POT COVER IN RED WITH HOLIDAY TIN™ DLS SHEET IN SILVER.



HOLIDAY TIN™ COLLECTION

DESIGN & BENEFITS

WINNING RESULTS: CAREFULLY LOOKING AT AND WORKING DILIGENTLY THROUGH EVERY DETAIL. DEVELOPING AN INK TECHNOLOGY AND A NEW MOLDING PROCESS THAT PROVIDES THE HIGH-GLOSS, DEEP LUSTER POLISHED EXTERIOR APPEARANCE OF EXPENSIVE HANDMADE METAL AND UTILIZING A SIMILAR EMBOSSED MOLDING TECHNIQUE USED IN CREATING THE RELIEVED SURFACE OF THE TOSCANA™ LIFESTYLE™ COVER COLLECTION.

THE DEVELOPMENT OF THE EMBOSSED TINSMITH STYLE HAMMERED HOLIDAY DESIGNER PATTERN THAT SUGGESTS AND EVOKES THE NOSTALGIA OF HOLIDAY SEASONS PAST WHILE HAVING A CERTAIN AIR OF CLASSIC MODERNISM THAT SPEAKS AND PROMOTES THE HOLIDAY SEASON FUTURE AND A NEW HOLIDAY TRADITION WAS A 'FUN' CHALLENGE FOR OUR DEDICATED DESIGN TEAM AND CREATIVE DEPARTMENT. THE HOLIDAY TIN™ LIFESTYLE™ COVER COLLECTION HAS A LITTLE OF THE NUTCRACKER FIFE & DRUM LOOK, BUT WITH AN EDGE OF CLEAN, MODERN, GEOMETRIC DESIGN...

ALSO ADDED TO THE HOLIDAY TIN™ HOLIDAY COLLECTION ARE COORDINATED DLS SHEETS THAT, WHEN USED IN COMBINATION WITH THE HOLIDAY TIN™ LIFESTYLE™ COVERS, PROVIDE AN 'INSTANT UPGRADE' AND AN OPPORTUNITY TO 'MIX & MATCH' FOR A MORE FUN & FESTIVE HOLIDAY LOOK. THE SHEETS CAN ALSO BE USED COLOR ON COLOR FOR A 'RICH' HOLIDAY FASHION.

COMPONENTS

THE HOLIDAY TIN™ LIFESTYLE™ COVER COMES IN 4AZT, 4.5AZT, 6AZT & 6.5AZT SIZES, WHICH ARE SLIGHTLY TALLER THAN TRADITIONAL AZ-STYLE COVERS. THEY ARE AVAILABLE IN 4 HOLIDAY-INSPIRED METALLIC COLORS. IN ADDITION, THE HOLIDAY TIN™ COLLECTION INCLUDES 12- AND 16-INCH MATCHING DLS SHEETS. ON THE FOLLOWING PAGES ARE SWATCHES FOR THE HOLIDAY TIN™ COLLECTION AS WELL AS PRODUCT CODES FOR EACH COLOR AND SIZE.



4 AZT



4.5 AZT



6 AZT



6.5 AZT



14-INCH AND
18-INCH DLS SHEETS

THE SWATCHES SHOWN HERE ARE INTENDED TO BE USED AS A GUIDE. ACCURACY CANNOT BE GUARANTEED DUE TO NORMAL PRINTING LIMITATIONS AND VARIABLES IN PRINTING TECHNIQUE (4-COLOR OFFSET V. SPOT COLOR ROTOGRAVURE PLUS EMBOSsing). PLEASE CONSULT AN OFFICIAL PANTONE® SWATCHBOOK FOR EXACT, ACCURATE COLOR REPRESENTATION.

HOLIDAY TIN™ ORIGINALS

THESE TRADITIONAL HOLIDAY COVERS HAVE A DEEP, LUXURIOUS METALLIC LUSTER REMINISCENT OF A HANDMADE PIECE OF TURNED METAL. WE CARRY THESE COVERS IN STOCK FOR THE HOLIDAY SHIPPING SEASON IN ALL 4 EXTRA-TALL SIZES, ALONG WITH MATCHING DLS SHEETS FOR EACH COLOR.

HOLIDAY TIN™ COLLECTION
PRODUCT CODES

GOLD

LSC-HTIN-4AZT-GLD
LSC-HTIN-4.5AZT-GLD
LSC-HTIN-6AZT-GLD
LSC-HTIN-6.5AZT-GLD

DLS-14-HTIN-GLD
DLS-18-HTIN-GLD



GREEN

LSC-HTIN-4AZT-GRN
LSC-HTIN-4.5AZT-GRN
LSC-HTIN-6AZT-GRN
LSC-HTIN-6.5AZT-GRN

DLS-14-HTIN-GRN
DLS-18-HTIN-GRN





RED

LSC-HTIN-4AZT-RED
LSC-HTIN-4.5AZT-RED
LSC-HTIN-6AZT-RED
LSC-HTIN-6.5AZT-RED

DLS-14-HTIN-RED
DLS-18-HTIN-RED

SILVER

LSC-HTIN-4AZT-SLVR
LSC-HTIN-4.5AZT-SLVR
LSC-HTIN-6AZT-SLVR
LSC-HTIN-6.5AZT-SLVR

DLS-14-HTIN-SLVR
DLS-18-HTIN-SLVR



A-ROO COMPANY

AND ITS VENDOR PARTNERS

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ROUDLY SERVING THE FLORAL AND HORTICULTURAL INDUSTRIES FOR OVER 40 YEARS AS MANUFACTURERS AND DISTRIBUTORS OF FINE PACKAGING AND IMPLEMENTS.

BEYOND BEING CUSTOMER-ORIENTED OR HAVING THE LARGEST SELECTION OF STANDARD DECORATIVE AND PROTECTIVE PACKAGING PRODUCTS FOR CONTAINER PLANTS, FRESH FLOWERS AND IN-STORE CONSUMER-USE PACKAGING IN THE WESTERN HEMISPHERE...

EVEN BEYOND HAVING THE INDUSTRY'S BEST PROFESSIONALS AND AN OUTSTANDING SALES TEAM THAT IS EASY TO WORK WITH—A-ROO COMPANY HAS EARNED THE REPUTATION RECOGNIZED IN THE INDUSTRY AS THE MOST SUPERBLY RELIABLE IN QUALITY, SERVICE AND VALUE. WE ARE A DRIVEN COMPANY THAT IS COMMITTED TO PROMOTING EARTH FRIENDLY PRODUCTS AND PRACTICES AND ARE INSPIRED BY CREATIVITY AND INNOVATION...

ONLY FROM A-ROO COMPANY...

FOR NEARLY THREE DECADES A-ROO COMPANY HAS TRAVELED THE WORLD SEEKING STRATEGIC SOURCES OF SUPPLY AND UNIQUE ITEMS OF VALUE THAT WE BELIEVE ARE WORTHY OF YOUR INTEREST. THROUGH THIS EXPERIENCE AND UNDERSTANDING OF THE IMPORTANCE OF STAYING CONTEMPORARY WITH GLOBAL FLORAL PACKAGING TRENDS, ADVANCING TECHNOLOGIES AND NEW CONCEPTS AND IDEAS, WE HAVE FORGED MANY EXCLUSIVE, DYNAMIC AND EXTRAORDINARY VENDOR PARTNER RELATIONSHIPS AROUND THE GLOBE. ALL ARE WITH THE IDEA IN MIND TO CONTINUALLY BRING EXTRA VALUE AND TO SATISFY AND EXCEED OUR CUSTOMERS' NEEDS AND BRING THEM THE VERY 'BEST OF THE BEST' AND THE VERY LATEST...

PLEASE VISIT WWW.A-ROO.COM OR OUR PARTNERS' WEB-SITES OR PLEASE CONTACT US FOR MORE INFORMATION ON THE UNIQUE PRODUCTS, CAPABILITIES AND SERVICES OFFERED BY ANY OF OUR PARTNERS.



FLORACUP®



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AKG® / AUFDERHAAR

www.akg.nl

A HIGHLY SPECIALIZED AND HORTICULTURAL-FOCUSED DUTCH INJECTION MOLDING COMPANY WITH SOME OF THE MOST ADVANCED MOLDING EQUIPMENT IN THE WORLD, AKG® IS LOCATED NEAR THE GERMAN BORDER EAST OF AMSTERDAM AND OFFERS VAST TALENTS AND SKILLS. AMONG THE FOREMOST OF THESE SKILLS IS THE VERY BEST AND HIGHEST-QUALITY PROCESS PHOTO CAPABILITY ANYWHERE ON THE PLANET THROUGH THEIR UNIQUE IN-MOLD LABELING TECHNOLOGY. PRINTED PLANT POTS SHOWING CONSUMER AWARENESS OR BRAND INFORMATION ARE BECOMING MORE COMMONPLACE, AND ARE ESPECIALLY POPULAR IN MID-EUROPE.

ONLY A-ROO COMPANY CUSTOMERS CAN GET THE HIGHEST-QUALITY AND HIGHEST-RESOLUTION PHOTO IMAGES OF THEIR RANGE OF GROWN PRODUCTS ON A GROWER'S POTTED PLANT CONTAINER OR FLORAL CONTAINER IN THE HIGHEST DETAIL AND ACCURACY FROM AKG® AND ALSO HAVE ACCESS TO THE WORLD'S FINEST AND LARGEST LIBRARY AND SELECTION OF HIGH-RESOLUTION, QUALITY HORTICULTURAL, HERB, VEGETABLE, FRUIT AND FLORAL IMAGES FROM NOVA PHOTO GRAPHIK®.

IF YOU ARE LOOKING FOR THE VERY BEST IN THIS REGARD, A-ROO COMPANY STANDS READY TO PROVIDE NOT ONLY THESE WONDERFUL HIGH QUALITY POTS FROM AKG®, BUT THE TALENTS OF OUR CREATIVE DEPARTMENT IN DEVELOPING THE BEST LAYOUT AND DESIGN USING THE WORLD'S BEST HIGH QUALITY FLORAL IMAGES.

A DETAIL OF AKG® INJECTION-MOLDED ORINOCO POTS FEATURING IN-MOLD LABELING TECHNOLOGY.

B ASSORTED AKG® INJECTION-MOLDED ORINOCO POTS



NOVA PHOTO GRAPHIK®

ANOTHER 'BEST OF THE BEST' FROM A-ROO COMPANY

www.nova.co.at

EVER SEEN FLORAL VISION IN HD? HD = HIGH DEFINITION

A-ROO COMPANY AND NOVA PHOTO GRAPHIK® OF AUSTRIA OFFER THE WORLD'S FIRST FLORAL VISION IN HD.

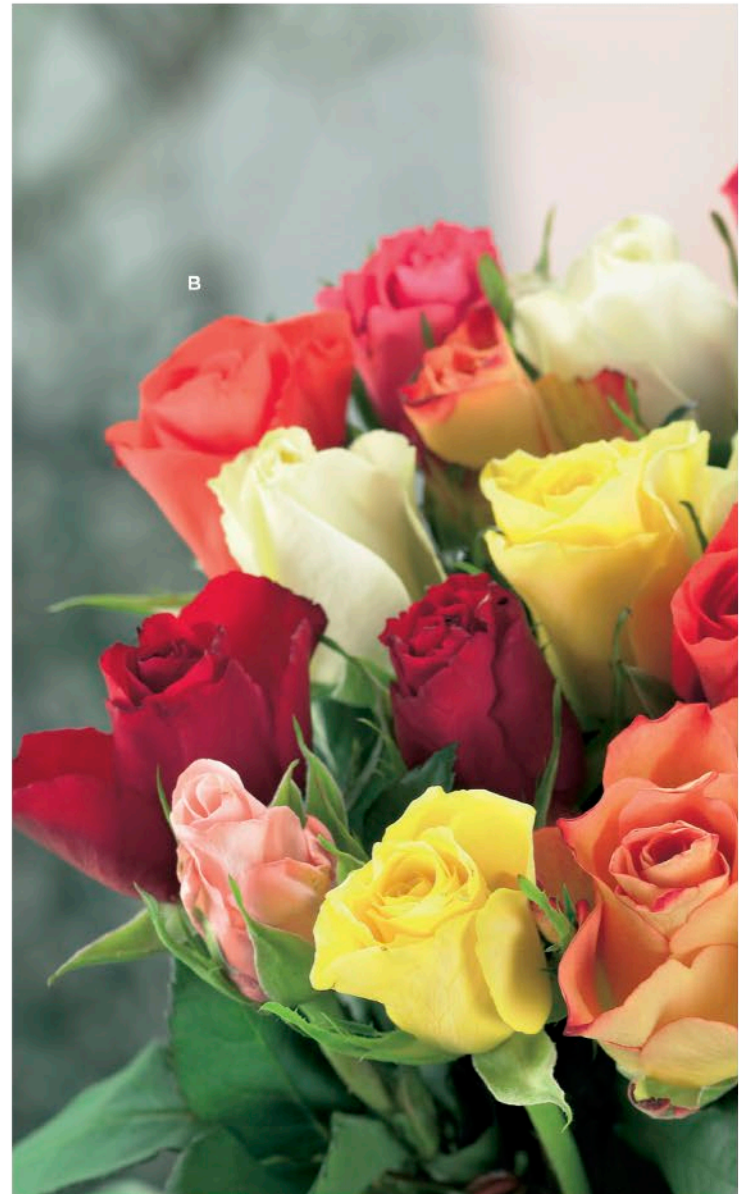
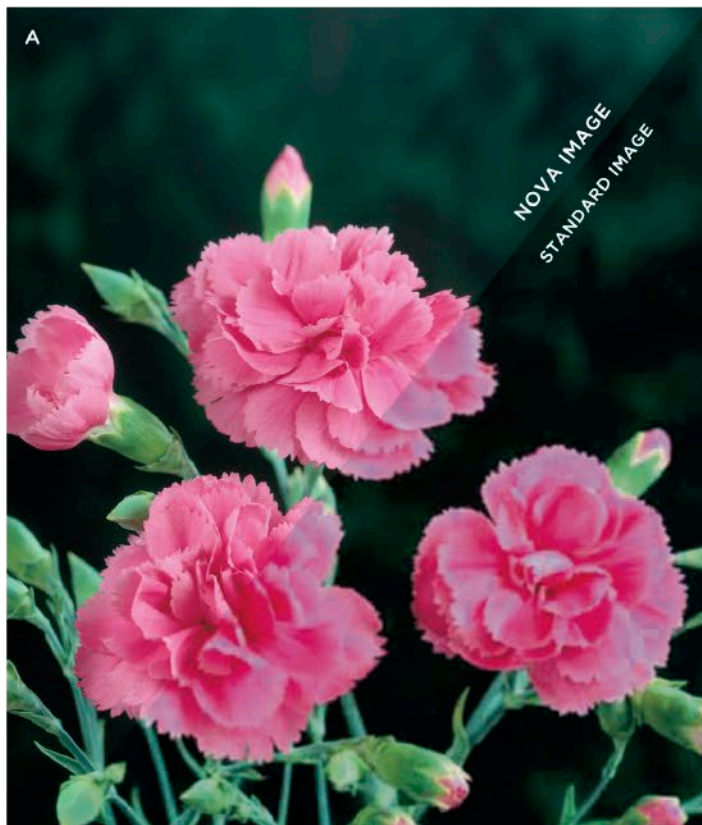
WE FEEL EXTREMELY FORTUNATE TO BE ABLE TO OFFER OUR U.S. CUSTOMERS THE WORLD'S FINEST AND LARGEST HORTICULTURAL IMAGE LIBRARY. IN AN AGE OF SUPERLATIVES AND AMONGST THIS TERRIFIC ASSEMBLAGE AND LINE-UP OF SOME OF THE FINEST GLOBAL TALENTS IN THE FLORAL INDUSTRY—ANYWHERE, ANYPLACE AND ANYTIME—NOVA PHOTO GRAPHIK® IS SIMPLY THE 'BEST OF THE BEST' EVER IN THEIR GENRE.

OFFERING EXTREMELY DEEP ARCHIVES OF FLORAL EYE CANDY, ALL IN HIGH-RESOLUTION, YOU SIMPLY WILL NOT FIND A MORE COMPREHENSIVE SELECTION OF IMAGES ANYWHERE. STOP AT THE NOVA PHOTO GRAPHIK® WEBSITE (WWW.NOVA.CO.AT) OR AT WWW.A-ROO.COM FOR A VISUAL FLORAL EXPERIENCE AND SAMPLE THE VAST COLLECTION. SELECT IMAGES THAT BEST FIT YOUR NEEDS FROM THIS NEW INTERACTIVE WEBSITE FROM NOVA®. TOGETHER WE CAN SELECT A 'LIGHTBOX' FULL OF YOUR VARIETIES IN DIFFERENT ORIENTATIONS, FROM BEAUTIFUL GARDEN SETTINGS TO A MULTITUDE OF DIFFERENT SCENES SO YOU CAN MORE EASILY REVIEW THEM FOR USE ON YOUR PLANT AND FLOWER TAGS, CONSUMER CARE GUIDES AND CARDS, SLEEVES, POP/P.O.S. DISPLAYS, COMPANY LITERATURE AND ANY OTHER HIGH-QUALITY PRINT MEDIA.

A COMPARISON OF NOVA® IMAGE QUALITY WITH STANDARD QUALITY.

B-D ASSORTED NOVA® IMAGES.

E A SINGLE NOVA® IMAGE USED ON A BAG, PRE-FORMED TUBE, STICK TAG AND CLAMSHELL PACKAGE.





FLORACUP®

www.floracup.dk

ANOTHER LONG-TIME EXCLUSIVE PARTNER OF A-ROO COMPANY, THIS ICONIC AND INNOVATIVE DANISH COMPANY ENJOYS OVER 40 YEARS OF EXPERIENCE IN THE MAKING OF UNIQUE AND PROPRIETARY VACUUM THERMAL-FORMED FLORAL PACKAGING PRODUCTS. THEY ARE RECOGNIZED WORLDWIDE AS A PREMIERE MANUFACTURER AND THE INVENTORS OF THE FLORACUP® CLASSIC, FLORACUP® GERBERA CUPS AND THE FLORACUP® BOUQUET CUP™. THE FASHIONABLE CLEAN LINE-STYLE APPEARANCE, BEAUTY AND UTILITY FOR WHICH THE DANISH ARE RENOWNED IS EMBODIED IN THEIR PRODUCTS.

THIS PACKAGING IS BOTH BEAUTIFUL AND COLORFUL, AND IS A MERCHANDISING FAVORITE FOR ITS SMART, EYE-CATCHING LOOKS AND FOR THE PROTECTION IT PROVIDES EACH PLANT, FLOWER OR ARRANGEMENT.

A FLORACUP® CLASSIC IN PINK & BLUE.

B FLORACUP® FAMILY IN THE ALL-NEW BLACK COLOR SCHEME.

C FLORACUP® HOLIDAY PARTY PACK PLANT CARRIER.

D FLORACUP® GERBERA DAISY CUPS.



B



A



C



D

BARON PAPER COMPANY

www.baronpaper.com

COMBINING OVER 70 YEARS OF EXPERIENCE IN NORTH AMERICAN FLORAL PACKAGING AS MANUFACTURERS AND DISTRIBUTORS, OUR UNIQUE, DYNAMIC AND EXCLUSIVE SALES AND DISTRIBUTION PARTNER, BARON PAPER COMPANY IS LOCATED WITHIN THE SAME FACILITY AS OUR OCEANSIDE OFFICES AND WAREHOUSE.

THE STRATEGIC ALLIANCE OF CO-OWNER AND PRESIDENT BARRY HIMES, WHO HAS 30 YEARS MANUFACTURING EXPERIENCE IN FLORAL PACKAGING, AND A-ROO DISTRIBUTING OF CALIFORNIA LLC UTILIZES THE BEST SKILLS AND TALENTS OF BOTH ORGANIZATIONS TO PROVIDE THE FINEST COMBINATION OF PLASTIC AND PAPER FLORAL PACKAGING. BARON SPECIALIZES IN MANUFACTURING FLORAL PACKAGING AND PRODUCTS FROM FINE, HIGH-QUALITY PAPER.

UNSURPASSABLE, TIME-TESTED QUALITY GOES INTO EVERY BARON PAPER PRODUCT. WHETHER CREATING AN EARTH-FRIENDLY, RECYCLABLE AND DEGRADABLE PAPER PACKAGE FOR PROTECTING FLORAL PLANTS, FRESH ARRANGEMENTS OR FRESH FLOWERS DURING SHIPPING, OR USING THESE PRODUCTS IN COMBINATION WITH THE BEST IN-STORE CONSUMER-USE FIXTURES AND RACKS, THE QUALITY AND THE SOLUTION IS AVAILABLE ONLY FROM A-ROO COMPANY.

A-B SLEEVE STAND EMPTY AND WITH PAPER BOUQUET SLEEVES.

C PRINTED PAPER BOUQUET SHEET.



MODIFORM®

STAND OUT FROM ALL THE OTHER BLACK AND GREY MICE...

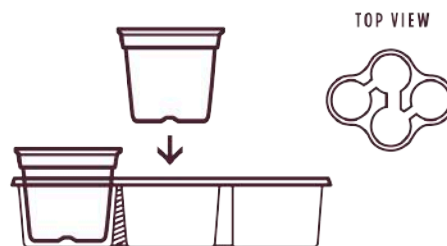
www.modiform.com

THE GROUP OF PEOPLE THAT MAKE UP MODIFORM® IN LEUSDEN, HOLLAND, OFFER AN UNRIVALED HIGH LEVEL OF CARING, TALENT AND SHEER ABILITY IN CRAFTING A QUALITY THAT EQUALS THE LOOK AND FEEL OF THE FINEST EUROPEAN MOTOR CAR. MODIFORM® HAS LONG BEEN RECOGNIZED AS THE PRODUCER OF THE HIGHEST QUALITY PLASTIC PLANT TRAYS AVAILABLE ANYWHERE IN THE WORLD.

THEIR RANGE OF AVAILABLE U.S. AND EUROPEAN HORTICULTURAL STANDARD PLANT TRAYS IS UNRIVALED, AND NOW HIGH-QUALITY, LIGHTWEIGHT GROWER POTS ARE AVAILABLE. THESE HIGH-QUALITY GROWER POTS CAN BE SURFACE PRINTED UP TO 6-COLORS AND FIT MODIFORM'S PLANT TRAYS LIKE A GLOVE.

CO-OWNERS AND BROTHERS DICK AND JAN VAN HEUGTEN AND THEIR FAMILIES HAVE MADE SIGNIFICANT INVESTMENT IN THE LATEST ADVANCED TECHNOLOGY AVAILABLE IN PLASTIC THERMAL-FORMING AND SHOULD BE GIVEN DUE CREDIT FOR ASSEMBLING ONE OF THE INDUSTRY'S MOST TALENTED AND EXPERIENCED COMMERCIAL STAFFS, LED BY LONG TIME FLORAL INDUSTRY STANDOUT LEO SWART.

- A ASSORTED MODIFORM® THERMAL-FORMED PLANT TRAYS.
- B MODIFORM® SEEDLING TRAY SYSTEM.
- C-D MODIFORM® 6-POT PLANT TRAY.



MODIFORM®
4-POT TRAY





MODIFORM®
18-POT TRAY

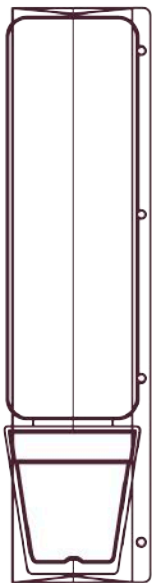
IN EVERYBODY'S TOP 10 OF THE VERY BEST, AND MAYBE AT THE VERY TOP OF OUR OWN INTERNAL 'FAVORITES LIST,' OWNER ALBERT VOGES AND HIS SMALL BUT TALENT-LADEN GROUP ARE THE TOP HORTICULTURAL CLAMSHELL MAKERS IN THE WORLD. FROM QUICK AND BRILLIANT DESIGN AND ENGINEERING OF A CLAMSHELL-TYPE PACKAGE FOR THE ULTIMATE HIGH-IMPACT PROTECTION DURING SHIPMENT AND THE DISTRIBUTION CYCLE TO THE ULTIMATE RETAIL DISPLAY-FRIENDLY APPEARANCE PACKAGE, VOGES® IS THE VERY TOP OF THE LIST.

COMBINE A-ROO STYLE AND DESIGN TO AN INSERT OR LABEL TO CREATE THAT TOTALLY PROFESSIONAL AND POLISHED FLORAL, HERB OR FLOWER PACKAGE.

LET OUR CREATIVE EXPERTISE HELP YOU GAIN SALES SUCCESS WITH A VOGES® PACKAGE THAT INCLUDES A HIGH RESOLUTION NOVA PHOTO GRAPHIK® IMAGE.

- A AQUATIC PLANT PACKAGES.
- B PLANT MAILERS WITH LABEL.
- C SEEDSTARTER KITS.
- D CACTI CONTAINER WITH LABEL.
- E ORCHID TUBE.





VOGES®
ORCHID TUBE



D

E



PRE-FORMED TUBES

FOR PLANTS & FLOWERS

A CLEAR PFT WITH PLASTIC HANDLE
SHOWN WITH EVERYDAY PLANT.

B CLEAR PFT WITH PLASTIC HANDLE
SHOWN WITH ORCHID.

C PRINTED PFT WITH ROPE HANDLE
SHOWN WITH ROSES.



DID YOU KNOW...

WE HAVE RECENTLY REFRESHED OUR WEBSITE
AND ARE SOON GOING LIVE WITH AN ALL-NEW,
COMPLETELY REDESIGNED SITE?

COLOR BLOCKING AT RETAIL LEVEL INVITES
MORE SALES AS CONSUMERS' EYES MOVE TO
THESE DISPLAYS.

HANDLES MAKE PURCHASES MUCH EASIER FOR
A CONSUMER AND 'COMPLETE THE SALE.'



DID YOU KNOW...

ALL PRODUCTS ARE AVAILABLE IN EITHER RECYCLABLE, REGRINDABLE OR BIODEGRADABLE MATERIALS (NOT EVERY PRODUCT IS AVAILABLE IN ALL SUBSTRATES).

PROVIDING MORE P.O.P./P.O.S. CONSUMER INFORMATION LEADS TO MORE SALES THROUGH EDUCATION.



COMING IN MID-2009
IDEA & STYLE GUIDE VOLUME 4
ALL-NEW 2009 AND 2010
DESIGNER FLORAL PACKAGING COLLECTIONS
GREEN & EARTH-FRIENDLY IDEAS



