

IDEA & STYLE GUIDE


VOLUME 5, APRIL 2012: RETAIL PRODUCTS & SERVICES + MORE

ONLY FROM A-ROO COMPANY



THE PURPOSE OF THIS EDITION OF OUR "IDEA & STYLE GUIDE" IS TO DISPLAY THE COMPREHENSIVE OFFERING OF IN-STORE FLORAL PACKAGING SOLUTIONS FROM A-ROO COMPANY, ALONG WITH A COMPANION GUIDE TO OTHER THOUGHTFUL IDEAS AND SUGGESTIONS ON POTENTIAL WAYS TO INCREASE THE VALUE AND SALES OF PLANTS AND FLOWERS FROM VIRTUALLY ALL RETAIL FLORIST'S FLORAL SHOPS, IN-STORE FLORAL DEPARTMENTS AND OTHER FLORAL VENUES.





PURPOSE A-ROO Company has been in business serving the floral, food and commercial packaging industries for almost 50-Years; and after all that time this is the first product information and guide dedicated and directed exclusively to the retail floral industry.

There is no greater thrill for us than seeing wonderful living or freshly cut plants and flowers packaged in a way that enhances their natural beauty, while providing for their protection, a package that optimizes their merchantability potential and simply looks too good to pass-up.

A-ROO Company is honored and privileged to have been serving the retail florist and in-store floral departments for North America's finest shops, garden centers and mass-market store chains for those 50-years. Along the way we have worked very hard to earn the reputation of not only being innovators and providing the industry's best packaging and related products - but most importantly we continually strive to be the most reliable and dependable packaging resource for our customers.

Our in depth relationship and knowledge with North America's growers and floral venders makes creating, planning and implementing promotions and seasonal holiday and everyday oriented programs a truly professional and successful experience.

This 5th edition of our Idea & Style Guide series reflects the latest products we have assembled from our 'best of the best' global vender partners and from our decades of experience as the leading provider and manufacturer of flexible floral packaging.









We carry extensive inventories of ready-to-use standard products at all four of our Service Center locations. We also create custom programs that can be decorative, branded, theme based or a combination of all three that coordinates any floral sales venue and stimulates sales, laying the foundation for repeat and multiple sales. We have the finest and most experienced group of sales professionals in the industry and a group of talented and award winning designers on staff at your service.

A-ROO Company Regional Locations & Service Centers

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BAG BRACKET & SB SLEEVE RACK

(SEALED BOTTOM SLEEVE RACK)



▲ **Bag Bracket** This surface mounted wall bracket is ideal for shops, garden centers and stores with limited floor space or for in-store personnel's use off the sales floor. The Bag Bracket holds one to two full bundles of sleeves and provides tremendous flexibility to be placed in an ideal location for use within your individual retail space.

The bracket comes with both a set of wood screws and machine bolts with nuts for variable use in mounting. This Bag Bracket is zinc coated to abate rust and painted with scuff resistant black paint.

► **SB Sleeve Rack** This consumer friendly dispensing rack takes less than 1.5 square feet of valuable retail space and has become the 'industry standard.' The A-ROO Company SB Rack stands 48.25 inches tall (including sign), arrives requiring very easy and fast assembly and is zinc coated to abate rust with a black painted scratch resistant finish. This rack holds packs of sleeves on both the front and back side and comes with a sign that has copy on one side that states 'Plant bags - for your convenience' and the other side states 'Bouquet bags - for your convenience.' Signage and the rack can be customized upon request.



CBS SLEEVES

(CLEAR BOTTOM SEALED SLEEVES)

This ultra popular consumer oriented convenience sleeve/bag is the 'industry standard' and is by far the most popular composition - with two sides being clear film - in use. It includes a drip resistant sealed bottom that will contain wet stems and plants reducing in-store exposure and protects the purchase and vehicle surfaces. Made of recyclable crystal clear and strong Polypropylene film; each sleeve has a consumer oriented subtly stated Recycling Symbol - an A-ROO Company exclusive feature.

Available standard in a range of five sizes - see Page 42 for detail or consult our all new website @ www.a-roo.com.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.



SBS SLEEVES

(SILVER BACK BOTTOM SEALED SLEEVES)

Glam it up - fully functional with a brightly silvered metallic back and ultra clear front - all in Polypropylene film. The silvered metallic back creates a mirror affect and makes the contents inside appear fuller and more presentation or gift ready. The clear front shows off the floral purchase and the package's contents. It includes a drip resistant sealed bottom that will contain wet stems and plants reducing in-store exposure and protects the purchase and vehicle surfaces.

Available standard in two sizes - see Page 43 for detail or consult our all new website @ www.a-roo.com.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.



DOZEN ROSE SLEEVES

Although not oriented toward consumer use – our range of three standard sizes allows professional in-store personnel the ability to place half dozen or a dozen Roses (or other flowers) with or without a Vase into these very special sleeves. Extra care and handling is required in loading the sleeves and therefore they are not recommended for consumer use. Ultra Clear, ultra recyclable Polypropylene shows off the flowers and has a built-in die cut handle, making this a winning, pre-made, gift ready package.

See Page 42 for detail or consult our all new website @ www.a-roo.com.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.

WBS & PBS SLEEVES

(WHITE BACK BOTTOM SEALED & PEARL BACK BOTTOM SEALED SLEEVES)

Strength and functionality maximized for applications where extra strength characteristics are needed, while maintaining an appearance that is visible and clean with a clear front side and solid white back side. Made from fully recyclable Polyethylene – these sleeves have superior film stretch and burst resistance. They include a drip resistant sealed bottom that will contain wet stems and plants reducing in-store exposure and protects the purchase and vehicle surfaces.

PBS Sleeves have a similar appearance as WBS Sleeves but are made from fully recyclable Polypropylene and therefore do not have the same strength characteristics as WBS Sleeves.

Available standard in a range of four sizes – see Page 43 for detail or consult our all new website @ www.a-roo.com.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.





petal pouch™ *HANDLE SLEEVE* RACK

Our exciting and extremely popular Petal Pouch™ Handle Sleeve's dispensing rack takes up just one square foot of floor space, is easy-to-use and is consumer friendly. Quick and easy assembly is required and all hardware is included. It has a durable zinc coating to abate rust and a black scuff resistant paint is applied for long term use in your department, checkout area, shop or garden center.

Simply drop the floral product into the dispenser's 'basket' and pull straight-up by the Petal Pouch™ Handle Sleeve's handles. This dispensing rack is especially designed for use with our Petal Pouch™ Handle Sleeves and can accommodate one full nest of sleeves.



petal pouch™ *HANDLE SLEEVE*



- Consumer Convenience
- Invites Multiple Sales
- Trendy Gift-Like Appearance and Presentation
- Crossover-Ready
- Drip resistant sealed bags are convenient and safe

Take one or take a few. Eliminate awkward moments of juggling packages, damaging product (which the consumer often replaces with a new item, an old damaged one goes back in the bucket or on the shelf) and contributing to shrinkage while navigating the shop or store.

The unique Petal Pouch™ Sleeve's attached handle allows consumers to select two or more floral items easily - thus boosting the potential for multiple sales. Shoppers often have limited or little space in their carts to isolate, protect and hold a floral item, negatively impacting your sales potential.





Consider having your plant and flower providers pre-package their floral items in the Petal Pouch™ Handle Sleeve – especially for limited time promotions and heavy volume holidays or seasons (like Valentine's and Mother's Day, Easter and the Winter Holidays). Petal Pouch™ Handle Sleeves are a perfect package for a special holiday item like Poinsettias.

Petal Pouch™ Handle Sleeves can be used on both fresh flowers and plants for a coordinated crossover look and are fashionable as a Gift-Ready item.

Available standard in a range of colors, decorative prints and sizes – see Page 43 for detail or consult our all new website @ www.a-roo.com.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.



petal pouch™ *HANDLE SLEEVE*

Ariel™ petal pouch™ floral gift bag

A floral gift bag for any time of year...

The delicate pattern with solid color layers gives the Ariel™ Petal Pouch™ Floral Gift Bag design an upscale fresh multi wrap look.

Make any Potted Plant, Fresh Flower Bouquet or other floral purchase an instant Gift...

The attractive contemporary design of the Ariel™ Petal Pouch™ Floral Gift Bag provides a truly 'Gift-Ready' package that not only protects furnishings with its closed drip resistant bottom; it also protects the floral item from potential damage along its journey to a home or office – all while being a value added decorative gift bag.



Promotes Multiple Sales...

The Petal Pouch™ Handle Sleeve's Ariel™ Collection stimulates additional and multiple floral sales with its customer friendly, durable and easy-to-use handles.

Ariel™ Petal Pouch™ Floral Gift Bags are available in several stunning seasonal and inspiring color combinations; please refer to the index pages in the back of this guide for further details.

petal pouch™ HANDLE SLEEVE

Ariel Airy™ petal pouch™ floral gift bag

In some retail sales environments, using A-ROO Company's Ariel Airy™ makes perfect sense – the Airy™ design allows a clear zone area in the lower portion of the closed, drip resistant bottom of the floral gift bag. The design makes scanning or viewing a price easy and convenient for customers, in-store personnel and cashiers.

A variation on the stylish and popular Ariel™ Petal Pouch™ Floral Gift Bag design gently decorates any floral purchase plus:

- Stimulates impulse buying and multiple sales
- Helps protect furnishings and the floral purchase
- Easy-to-View and Scan lower 'clear' zone
- Added Value to your customer

Ariel Airy™ Petal Pouch™ Floral Gift Bags are available in several stunning seasonal and inspiring color combinations; please refer to the index pages in the back of this guide for further details.



The Ariel Airy™ Petal Pouch™ Floral Gift Bag allows for the UPC to be scanned while the plant or bouquet is in the sleeve.



petal pouch™ HANDLE SLEEVE

Holiday Bounty™

Gift Sleeve

The winter holiday season is a predictably high sales volume time in all flower and plant outlets. Poinsettias are a holiday tradition and many consumers give these plants as gifts to friends and family or they will use them to decorate their homes, offices, public buildings and churches.

Holiday Bounty™ Gift Sleeves are an instant upgrade and provide added sales potential when used as a holiday gift bag for non-traditional flowering and other indoor green foliage plants.

The Holiday Bounty™ Gift Sleeve with the Petal Pouch™ Handle feature makes gift giving and the ability to handle multiple plants at one time easier. Protective and decorated in colors of the season, the Holiday Bounty™ design is truly a timeless classic and includes a printed gift tag with a writeable surface to make gift giving even easier.

Additionally, they are easier for growers to send their holiday plants to market 'pre-packaged' or as an in-store instant upgrade for consumer convenience.





2 POLE PAPER BAG RACK

This consumer and employee friendly dispensing rack is stable on the floor and takes less than one square foot of valuable retail space. An 'industry standard' for Nested Paper Floral Sleeves, A-ROO Company's 2 Pole Paper Bag Rack has separate floral plant sleeve holders - 34" tall for larger pot or floral item sizes and a 21" pole for smaller plants and other floral items. Arrives ready for fast and easy assembly. The black painted, zinc coated stand abates rust and is scratch resistant.

PAPER SLEEVES

These Earth-Friendly Kraft Paper open bottom floral sleeves come from renewable and sustainable sources and are appreciated by the discriminating consumer. Easy-to-Use and strong - these sleeves provide excellent protection and are produced with the highest quality kraft paper available.

We produce plain unprinted paper floral sleeves and can also customize these In-Store convenience sleeves. This can include branding, a department promotional name, garden center name or floral shop name.

We carry dozens of standard/stock sizes in 40# and 50# Brown Kraft that will accommodate any shop, retail market or grower's needs. Custom sizes and one-color printing are available for decorating the sleeves in addition to customized branding. There are also other paper choices (such as White Kraft Paper) upon demand. Please inquire with an A-ROO Company Sales Professional for more information on custom paper floral sleeves.

Available standard in many different sizes - see Page 43 for detail or consult our all new website @ www.a-roo.com.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.



CUSTOM PLASTIC & PAPER SLEEVE DISPENSING RACKS



Do you have your own ideas for an in-store dispensing rack for plastic or paper sleeves – or even bags? Do you have a unique space or furnishing requirement? There are no minimums for custom fabrication; an A-ROO Sales Professional can assist you with developing your ideas to satisfy your needs.

Customized Petal Pouch™ Handle Sleeve Dispensing Rack.



Xpression Floral U.S. Patent No. 6944988 *Gift Bag*

The ultimate in consumer oriented floral gift packaging

- Easy-to-Use
- Hand wrapped appearance
- Leak resistant
- Gift Ready

This package makes it easy for employees and consumers to 'wrap' flowers in an upscale and elegant package. This package has both a drip resistant bottom and a unique fold-over upper portion that encloses and protects contents which is an added value to your customers - especially in cold or extreme heat climate conditions.

When it comes to giving your customers what they want, this instant gift ready package provides the edge and gives the customer that all important POSITIVE post-purchase feeling that promotes repeat sales.

Close over the upper portion top peak that is naturally formed when product is loaded inside the Xpression Floral™ Gift Bag to enclose the contents of the package. The top can be closed using a decorative expressive label or a functional label such as a price or UPC coded label, thus protecting the fragile contents better than any other easy-to-use consumer oriented package available.

Xpression Floral U.S. Patent No. 6944988 *Gift Bag* **RACK**

This special dispensing rack is designed for use with our Xpression Floral™ Gift Bag. The zinc coated steel construction that is painted with scuff resistant black paint takes up approximately two square feet of floor space and provides employees and consumers with an easy-to-use dispenser along with the ability to show decorative selections that are available.



Xpress your caring.

Xpress your brand.

Xpress your love for the contents and your customers by having Xpression Floral™ Gift Bags available in your department, shop, store or garden center.

Mirage Banner™ Sleeves

U.S. Patent No. 6,505,425

This is one of A-ROO Company's innovative proprietary products, created to provide retailers with flexibility and added promotional versatility in their pre-packaged plants and flowers.

This plastic plant or flower sleeve has an added easily removable 'panel' of plastic film that can contain promotional or other graphic information and can later be removed by either in-store personnel, the cashier or the customer after purchase.

A-ROO Company's MIRAGE Banner™ Sleeve combines film technology and manufacturing techniques to seal an extra film layer to either the front or back panel - or both, yet the extra layer of plastic film is removable by following the simple instructions printed on the banner without spoiling the remaining package.

The possibilities are almost endless - here are some examples of what diverse possibilities there are for using MIRAGE Banner™ Sleeves:

- Remove MIRAGE Banner™ Sleeve's panel that contains a holiday motif after the holiday to make your flowers or plants more sellable after the holiday
- Removing MIRAGE Banner™ Sleeve's panel by your customer after purchase that contains pricing, branding, bar code or other information to reveal a 'plain' unadulterated package - more appropriate for gift giving
- Removing MIRAGE Banner™ Sleeve's panel by your customer after purchase and providing your customer with a redeemable coupon on future floral purchases or collect 10 Banners and redeem for a free bouquet or other floral item
- Use MIRAGE Banner™ Sleeves to 'cross-merchandise' within your shop or department for other floral products or cross-merchandise with another department within the store or another retail shop nearby

All MIRAGE Banner™ Sleeves are custom produced to meet your needs, please inquire with an A-ROO Company Sales Professional for more information.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.



DELTA ARRANGEMENT SLEEVE

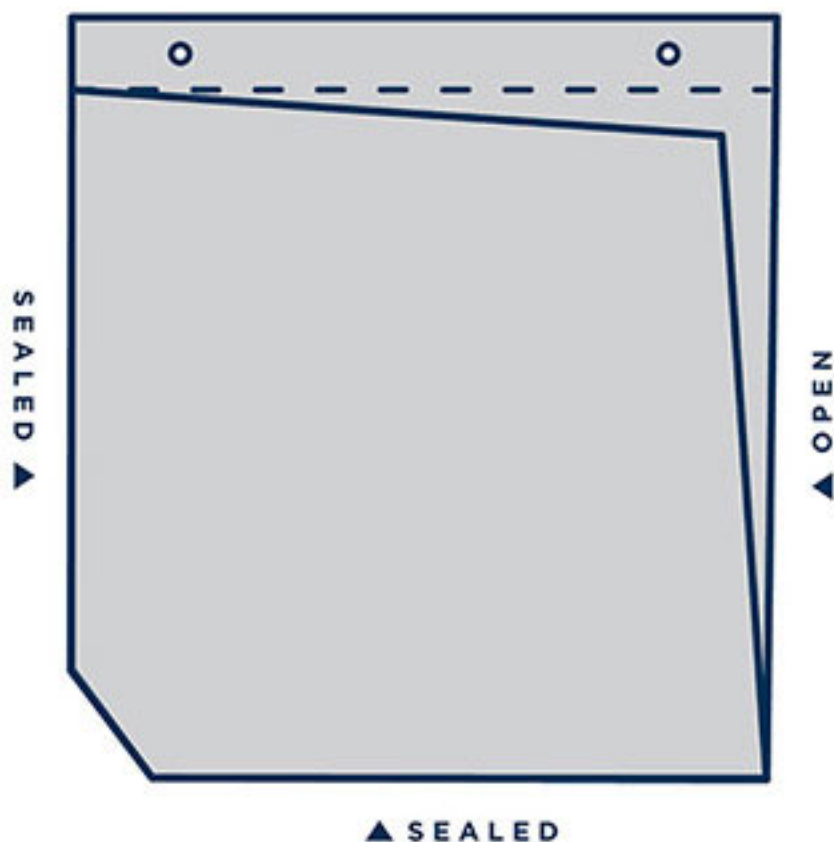
Our versatile and popular Delta Arrangement Sleeve Bags offer an elegant way to present those beautifully hand crafted but - HARD TO PACKAGE - fresh flower and plant arrangements. Simply load your Dish Garden, wicker, ceramic or other arrangement containers into the crystal clear protective and elegant Polypropylene Film of our five sided Delta Arrangement Sleeve Bag.

Fold over, adjust, staple, label or tape the two large formed top sheets of the sleeve bag's drip resistant closed bottom and place them into position to give your arrangement the best possible protection and visual impact.

Your Customers will appreciate the 'Gift-Ready' appearance of their special floral arrangement and the 'Easy-to-Handle' features of the Delta Arrangement Sleeve Bag that is made from fully recyclable Polypropylene.

Available standard in four sizes - see Page 42 for detail or consult our all new website @ www.a-roo.com.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.



COUNTER ROLL HOLDERS

The ability to hand wrap floral purchases from a roll of plastic film or paper has been a floral industry iconic staple for any floral shop, garden center or staffed retail floral outlet for decades. Sturdy and versatile - for counter or wall, we carry different models and configurations - please inquire with an A-ROO Company Sales Professional about what fixtures would be available to suit your shop or department's needs.

COUNTER ROLLS

In-store staff has come to recognize the consumer oriented convenience, value, versatility and functionality of having a roll of paper or plastic available to wrap, enhance for presentation and protect delicate flowers and plants. When used with convenient dispensers, counter rolls can provide countless ways to wrap and protect the floral item.

A-ROO Company has the best and most useful shop and consumer friendly packaging choices for any retail chain store setting, garden center, and floral shop or wherever flowers and plants are sold. We can easily customize and personalize plastic or paper rolls - carrying forward branding, department promotional name, garden center or floral shop name or even consumer or botanical information and graphics. A-ROO Company can provide the right look and graphic design to fit your needs.

Please inquire with an A-ROO Company Sales Professional for more information on both standard and customized Counter Rolls or consult our all new website @ www.a-roo.com.





BUCKET STAND

A-ROO Company floral bucket displays allow for quick and easy relocation of your floral offerings.

Use Bucket displays for increased sales opportunities during peak floral gift giving seasons.

BLACK BUCKETS

We supply a useful and economical selection of heavy duty and functional Bouquet/Aquatic Buckets.

We currently offer five standard sizes of buckets in 5, 10 or 13 Liter volumes.

A-ROO Company's new lip, sidewall and bottom construction adds significant strength to the bucket and uses all the design features necessary for most filling machines that bouquet makers are accustomed to.

Standard coloring for these buckets is black, but please request a special quotation for any color you may have interest in.



Concept Solutions™

A-ROO Company has the unique ability to help you create and implement branding, high quality product information and promotional items in an array of different disciplines that are combined off of one central theme, image and direction. Marketing platforms are all coordinated so that the results translate to more profit dollars and focus on growing future success.

Let us help you get your message across and create a successful sales environment for your department, shop or garden center.

Concept Solutions™ is the pooling of resources within our organization and yours to offer comprehensive graphic and consulting services. We take a conceptual idea(s) to completion and success, implementing a complete marketing program of targeted packaging and printed media. Create a successful and sustainable profit driven program by working closely with our experienced professional Sales personnel and utilizing our Creative Department's group of talented designers.

The following pages will portray the many high quality and customized packaging and printed media products that are available in whole or part as marketing tools within Concept Solutions™. We are also able to offer the NOVA® photo graphik library of over 100,000 professional high resolution horticultural, floral, botanical, fruit and vegetable images that will make any package or printed media real-to-life and very special.





WITH DEEPEST SYMPATHY

Funeral of: _____
Care of: _____ Funeral home

 Buehler's
FLORIST &
Gift Shop

☐ Basket ☐ Plant ☐ Spray ☐ Vase ☐ Wreath

Description: _____

Sender's Name: _____
Address: _____
City: _____ State: _____ Zip: _____

 Buehler's
FLORIST &
Gift Shop
www.buehlers.com

1114 W. High St.
Orrville, Ohio 44
(330) 683-2084

275 Forest Meade
Medina, Ohio 44
(330) 723-0111

Concept Solut·ons™

MARKETING TOOLS AND ITEMS

High Quality Customized Products for that Look that sets you and your store apart from the rest -

These are familiar products to the professional floral retailer - but not until now are they all available created and bundled from one dedicated, experienced and professional floral industry packaging source.



Use the world's largest collection of high resolution floral and horticultural images to make any printed media area come alive. High Quality images reflect an accurate and beautiful representation of the color, variety and image orientation of choice. Most choices are available in a variety of orientations - within landscaping, top-view, human-view, etc.

High Quality Specialized Floral Packaging - Our specialty is the floral sleeve - paper or plastic.

We have the widest selection of fully recyclable plastic, sustainable and renewable paper and the very best and up-to-date offering of Earth-Friendly film solutions. We use them to make sleeves, sheets, bags and other packaging. We offer both flexographic and rotogravure printing on plastic films that are of the highest quality. Full color process work up to 10-colors is available.

We offer *specially printed, shaped and cut-to-size Sheets and Counter Rolls* in - paper, plastic and florist tissue (sheets only). High quality Retail Consumer Bags with handles of many different styles are available in an extensive range of materials and grades. *Concept Solutions™ marketing tools are available in many forms of Consumer Oriented, Product or Promotional floral packaging* including packaging items and associated apparatus to meet your shop or departmental needs.





Full-Color Process printing is offered using Digital Press or Off-Set Printing on the following customized printed media and packaging products.

POP Posters, Point of Sale Displays, Informational Flyers, Brochures and Talking Cards -

Floral Shop or Department Designers are experienced with exciting sales, inspiring layouts and getting just the right look for presenting your Flowers, Plants or floral groupings in just the right way. Enhance your shop or department using these Concept Solutions™ marketing tools or items.

POP Posters - High quality branded product wall or hanging display posters can utilize your developed Concept Solutions™ marketing plan. Posters can be used to enhance and focus attention at the Point-of-Sale for your products. Posters have a promotional value as a brand and image building choice and are available in a selection of different substrates for short or long term use for both indoor or outdoor applications.

POS Displays - Another useful marketing tool in our Concept Solutions™ products are smartly printed and decorated self-contained shipper displays for plants and flowers. Easy to set-up and offering flexibility within your floral sales area or another suitable place in the store. These self contained units are popular and offer another opportunity to enhance your store or shop's image, extend your brand and focus attention on the displayed product. Let us help you or your floral vender

create an eye catching, versatile and easy-to-use Shipper/Display. Constructed from high quality materials, they can be custom printed with branding, theme or concept direction. Make use of floor space to generate sales and profits.

Flyers and Brochures - Custom Product Literature is available using your ideas, style, motif or brand. Provide your Customers and Prospects with high quality Corporate or Product oriented literature, sheet flyers and bindings.

Talking Cards - A true labor and time saving marketing tool - which customers will appreciate and help them in making an informed floral buying decision. Having the right information and images available to consumers - especially in stores with limited in-store staff or at peak sales volume periods, Talking Cards provide the information most interesting to customers and helps them in making their buying decision.

Please inquire with an A-ROO Company Sales Professional for information on Talking Cards and the variety of Talking Card Holders that are available.

Provide your Customers with eye-catching and custom created POP Posters, POS Displays and Talking Cards that are available using your ideas, style, motif or brand. Our talented Creative Department's Designers are experienced with getting just the right look and expression you want for your Flowers, Plants or floral groupings.

Concept Solut·ons™

MARKETING TOOLS AND ITEMS



Bench Tape and Cart Banners - Plant Benches and Plant Carts are very familiar fixtures for Professional Plant Growers, Floral Shops and Stores. Many stores utilize a grower's "plant bench look" into the retail environment as it deepens the feeling of the environment of plants in their habitat. Growers and retailers both make great use of Plant Trolleys and Carts that are used throughout the grower-to-retailer - back-to-grower distribution network. The carts are versatile and mobile making it easy to place them where desired with their floral product already in place - directly into the floral sales area or in high traffic areas for promotions and impulse type sales.

Cover the well traveled and well used functional cart and bench fixtures with professionally designed and high quality printed graphics. Brighten them with seasonal or botanical decoration and consumer oriented information converting these fixtures into a successful floral display that adds sales.



Plant Stick Tags and Printed Plant Tray Handles - Among the many Concept Solutions™ marketing tools offered by A-ROO Company, these particular items have a lasting impression as they stay with the floral purchase to your customer's home, workplace or other destination. Giving the right impression with the right graphics and care and handling information helps create post sale satisfaction that inspires and supports repeat sales. Our Full-Color Process Printing can utilize your floral products or we can provide high resolution images from the world's largest floral/horticulture library of images from NOVA® photo graphik, Austria. Product specific hanging tags, plant stick tags and plant tray and pack handles.

A-ROO Company offers an expansive selection of custom Tags. Our professional Sales staff and Creative Department will work with you to achieve branded products that will meet your needs, exceed your expectations and bring a coordinated look and direction with all other media used within the shop or department.





Labels - Versatile, decorative and functional, Pressure Sensitive labels offer a marketing tool that can be used in many different capacities and serve a multitude of purposes. Add a branded label as a gift type closure, apply a label to floral products that provides consumer oriented information or a removable label designed to be used as a coupon for redemption on future floral sales. These are just some of the potential uses that these high quality printed labels can positively impact your store's image and support increased sales.

Full-Color Process Printing is available on a broad range of substrate compositions and adhesive qualities that can fit your specific needs. Self adhering labels used as simple product identifiers or scanning labels are available on a wide variety of substrates, in sheet format or rolls, including 'Earth-Friendly' choices.

Enclosure Cards - Add the touch of a professional and useful Enclosure Card either for sale or simply as a customer courtesy. The added convenience of having a gift expression card is a standard that has become a tradition for the successful Florist Shop for decades. Extending your brand and your store or shop's special Concept Solutions™ theme and market direction is an added benefit to making Enclosure Cards a part of your success scenario.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.





One word expresses NOVA's professional high resolution photographic images and their affect on a variety of packaging and printed media that ranges from traditional seed packets to aquatic plant packaging and everything else in between.

D R A M A T I C

This is one of the nicest special assets offered in our Concept Solutions™ Marketing Tools or for any of our stand alone custom floral or produce packaging products we offer. NOVA's horticultural, botanical, fruit and vegetable library is the largest such collection in the world.

Only the highest quality images of virtually the entire gamut of floriculture, sorted by variety, color, the style of photo format and alphabetically making the addition of such fine quality images on to packaging and printed media so easy and affordable.

The highest quality -

Maybe it's the advanced level of training, the years of experience taking photographic images of flowers and plants in studio and in the their natural habitats. Or - maybe it's

the Austrian stylistic heritage and culture that is behind this almost 50-year-old professional photographic enterprise that brings these simple, wonderful and inspiring images of nature's bounty to 'real-life.'

When A-ROO Company, the top floral packaging organization in North America, with its vast resources of advanced printing technology and almost 50-years of experience providing innovative packaging within the produce and floral industries uses high quality NOVA® images, guarantees a winning combination that makes things easy for you, and with dramatic positive results.

NOVA's team of experienced photographers travel the world to bring together the most up-to-date and extensive collection of botanical and floricultural images anywhere.

It's so easy -

Go to - www.nova.co.at and use NOVA's extensive and easy to navigate website to create your own selections of images you feel represent the best images for your packaged products or let an A-ROO Sales Professional offer you a range of choices to be used for your products packaging or printed media.

A-ROO Company can help you and your floral vendors deliver top quality packaging that is unique to you and your store environment. The addition of Consumer Friendly information such as Care & Handling, Serving Suggestions, Recipes or even simple Preparation Directions offer a dramatic 'real-life' image from NOVA's extensive photo image library to a package that otherwise and often times gets overlooked.

Great for so many possible products seen in Floral Shops, Garden Center Emporiums and in the Fresh Produce and Floral Departments at Supermarket and Variety Chain stores everywhere.

You can get immediate added sales and build repeat sales by having consistent high quality packaging and printed media that utilize the beauty of living things in their own environment. Let NOVA® images "tell the story of what is to come" on packaging for live potted herbs, spring bulb plants, freshly cut spring bulb flowers that are sold before they bloom and potted berry plants that are sold without their fruit.

Let us help you with our ability to create and implement branding, high quality product information and graphics on promotional media and in-store packaging.

T R I U M P H

Tulips

BEAUTIFUL POTTED TULIPS FOR YOUR HOME

PLANT OUTSIDE FOR A GORGEOUS
LANDSCAPING ACCENT

PLANTING INSTRUCTIONS

AFTER THE FINAL SPRING BLOOM,
CUT OFF FLOWER STOCKS AND
STORE BULBS IN A COOL, WELL
VENTILATED AREA. PLANT
ANYTIME IN THE FALL.

PLANT BULBS 6-8" APART AT
A DEPTH 2X THE DIAMETER OF
THE BULB.

Handmades™

Introducing A-ROO Company Handmades™ - High Quality Customized Handmade Products for that Look that sets you and your store apart from the rest -

- Are you trying harder and harder each year to set your store's floral offerings apart from the rest?
- Do you want to create and justify a higher value for your seasonal or holiday plants than other outlets?
- Are you searching for that special look that can only come from a truly handcrafted and handmade product - at affordable prices?
- Do you want a reliable and professional company to help with designing and arranging all hand assembly and taking care of all the ordering and logistics with your plant and flower vendors?

A-ROO Company, works with an experienced professional enclave of skilled craftsman and workers in mainland China. By combining their skills with the machine made products produced by our Vender Partners in China we are able to design, organize and offer some of the world's most exclusive and unique handcrafted and assembled packaging to you and your stores.

Nothing complements the natural beauty of flowers and plants like the added value of A-ROO Company Handmades™ - whether it's a specially crafted handmade Pot Cover made of high quality components - or a Lifestyle™ Cover specially made for a fresh center piece arrangement. We can embellish with hand applied decorations themed to your promotion or a specially sized and fitted tin that is hand painted in colors and design of your choosing for that special plant, that special look.



Hand-formed Handmades™ Pot Covers -

The sheet is formed over the high quality and beneficial inner leak-proof vacuum thermal formed liner, creating a perfect fit and ensuring you and your customer of a non-leaking handcrafted pot cover that protects all furnishings. Only the highest quality laminated Plastic or Paper sheets are used to make Handmades™ Pot Covers. Choose from many standard outer decorative sheet print designs or let us help you create a personalized look that makes the esthetic and added sales impact you want. Add a pre-tied Raffia or Decorative Ribbon Bow for that added handcrafted and Handmades™ Pot Cover look.





Handmades™ from A-ROO Company are fully customized products made to your ultimate specification. Our Customers are provided with a sample for review and approval purposes before actual production of an order begins. Handmades™ are just what the name implies and therefore the time required - and working well in advance of distribution of an order to you or your floral vendors - needs to be reviewed with an A-ROO Company Sales Professional once all components are identified and confirmed.

A deposit or advanced payment for Handmades™ by A-ROO Company may be required.

Hand-decorated Handmades™ Lifestyle™ Covers, for plant, planters and fresh flower arrangements -

Our popular Lifestyle™ Covers are known for their great value added appearance and their functional leak-proof quality. Add hand-applied and decorated beads, glitter or themed labels, bows or pre-tied Stribbon style bows or create an added hand painted touch to perfect fitting Lifestyle™ Covers and you have a special handcrafted expression for that unique special look all your own. Handmades™ Lifestyle™ Covers are easy-to-use and boost the value of plants or arrangements.

Hand-painted Handmades™ Tins, for plants, dish gardens, fresh flowers or fresh flower arrangements -

Create your own or let us help you design a unique high quality customized metal Tin for your plants and dish gardens. Custom fitted for your exact needs, A-ROO Company Handmades™ Tins always come with a custom-fitted vacuum thermal formed liner to insure the plant, plants or dish gardens are leak-proof to protect furnishings, a real added value to you and your customer.

Handmades™ Tins are available in a variety of treated and coated surfaces to give a metal tin that polished high luster reflective look or by example a vintage distressed surface to give that feeling of an aged heirloom. Please consult with an A-ROO Sales Professional for more details and choices.

Handmades™ Tins can be hand painted and accessorized in almost any way imaginable. Match colors to themes or trends, flower or plant variety and provide your customers with a floral gift or personal purchase that is truly a memorable and positive experience by creating a 'floral work-of-art.'

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.





e Cover™ Metallic Series



e Cover™ Satin Series

e covers™

This iconic pre-formed film Pot Cover is quick and easy-to-use for professional growers and ultimately provides a leak resistant, decorative, hand-formed appearance of florist foil that is steeped in tradition.

e Covers™ Benefits:

- Easy-to-Use
- Saves Time and Labor
- Hand-formed Appearance
- Leak Resistant and Colorfast
- Affordable Upgrades

e Cover™ Metallic Series Truly gives that traditional florist-foil appearance, the e Cover™ Metallic Series emulates a hand-formed sheet of bright aluminum florist foil that brings real value to any indoor potted plant. Available in flower and plant friendly colors.

e Cover™ Satin Series The original look of our e Cover™ Satin Series is the foundation of this genre of pre-formed film Pot Cover. Leak resistant and colorfast – these e Covers™ are familiar decorative upgrades that are affordable, practical and so easy-to-use.

Both e Cover™ Metallic and Satin Series Pot Covers are available standard in many different popular sizes and colors – please consult Page 42 for more details or consult our all new website @ www.a-roo.com.

e Covers™ pre-formed film Pot Covers are a product range that will constantly evolve and develop and we are now offering our initial production of sustainable and renewable paper laminated covers in our new e Cover™ Natural Series.

We can also offer complete customization in a color or printed design to any e Cover™ and all of the popular A-ROO Company Proprietary Designer Collection's print designs like - Simplicity™ and Simplicity 2™ or Sisalana™ Collections are available on a custom basis as well.

e Cover™ Naturals Series The Natural look of Paper offers an appearance choice that enhances and fits so well with certain plant varieties like - potted Florist Mums in the autumn season or even as a rich contrasting appearance to Spring Bulb plants. The e Cover™ Naturals Series also complements many other flowering and non-flowering plant varieties and paper, being a renewable and sustainable resource, is championed by the vast majority of consumers.

e Cover™ Naturals Series Pot Covers are available standard in many different popular sizes and colors - please consult Page 42 for more details or consult our all new website @ www.a-roo.com.



Custom e Covers™ Make a holiday or seasonal statement with custom printed e Cover™ pre-formed film Pot Covers or give that special uniquely yours look to your everyday selection of flowering and non-flowering indoor potted plants. We make it easy to create a special affect that will add floral sales dollars and keep your plants looking fresh and appealing.

A-ROO Company makes it easy and affordable - consult with an A-ROO Company Sales Professional for more information on custom printed e Cover™ Pot Covers.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.



TRADIZIONE®
Style

OVER-POTS

Exclusively from



Offered by



We are proud to represent an absolutely incredible range of molded products from one of the leading horticultural plastic molders in Europe. IDeL® is a state-of-the-art technology company located near Florence in Tuscany, Italy.

Your customers will love Tradizione® Over-Pots and their incredible true-look of a ceramic floral container but with important added consumer oriented benefits over expensive traditional fragile ceramic or clay containers.

- **Non-breakable** – giving a shrink advantage and a happy customer
- **Leak-Proof** – the potential for fewer wet floors in your shop or store and happy customers
- **Lightweight** – unlike heavier clay or ceramic containers, Tradizione® Over-Pots save transport costs
- **Added Value** – an affordable alternative to ceramic, Tradizione® is a high quality upscale plant Over-Pot

Using specially developed technology allows for proprietary two-color extrusion in these ultra-high quality Injection Molded Floral Containers. These are ideally suited for indoor plants but can also be used as a novel fresh flower arrangement container.

IDeL® Tradizione® Over-Pots are available standard in several different popular sizes and colors – please consult Page 43 for more details or consult our all new website @ www.a-roo.com.



Dante Over Pot shown with 5" (12 cm) orchid.

IDeL's highly innovative Professional Grower-Grade and highly fashionable Indoor and Outdoor Planters and Pots capture the true esthetic of ceramic and molded clay planters that are time honored traditions of Mediterranean landscape and culture.

Great for:

- The Professional Indoor and Outdoor Plant Grower
- Any Retail environment - where Indoor and Outdoor Plants are sold
- For Professional Interiorscape and Outdoor Landscaping organizations

We are delighted to offer the entire extensive range of IDeL® Professional Indoor and Outdoor Plant Containers.



Please contact an A-ROO Company Sales Professional for more information on these exciting IDeL® innovations for Grower and Retailer.





TWO-PACK GIFT TOTE™

FASHIONABLE PLANT AND FLOWER TRANSPORTATION

Plants • Arrangements • Gifts • Floral Pairings

It's easy to create an instant upscale gift using the 'Fleur-de-lis' emblazoned Two-Pack Gift Tote™ exclusively from A-ROO Company. The 'Fleur-de-lis' is one of the most iconic symbols in fashion and décor and is also an artistic design element contained in one of our newer floral packaging fashion collections - Dubét™.

Sturdy and reliably constructed - this retailer and consumer oriented gift tote adds value by being fashion forward and practical. The well-made drip resistant bottom helps protect furnishings in the car or at home. Strong metal riveted handles make carrying two-plants, a dish garden or floral arrangements secure and easy.

The easy to carry and handled Two-Pack Gift Tote™ stimulates multiple sales or coordinated sales - in your shop or department. Try having availability of both plants and fresh flowers using the same upscale fashion look. Have your floral

providers of plants and fresh flowers pre-package their floral products using the Two-Pack Gift Tote™, or have your shop or department staff mix and match plants and other floral products to add on sales and offer your customers 'fashionable plant transportation,' or simply offer them for sale to your customers - they easily stack on shelves, add flair to displays and hang nicely from any sales display hanging fixture.

Enhance the Two-Pack Gift Tote™ using A-ROO Company's fashion collections of sleeves, ROOGANZA™ or FABPET™ DLS Sheets or Florist Tissue to create just the right look and price point.

Two-Pack Gift Tote™ is available in one standard size and in multiple colors with the Fleur-de-lis design - please consult Page 43 for more details or consult our all new website @ www.a-roo.com.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.

ORCHID GIFT TOTE™

FASHIONABLE PLANT AND FLOWER TRANSPORTATION

A-ROO Company delivers a special package for a wildly popular special plant – the breath-taking Phalaenopsis Orchid.

Orchid Gift Tote™ was designed by A-ROO Company with both the Customer and Retailer in mind.

Orchid Gift Tote™ offers a high level of protection that will be appreciated by both Customer and Retailer. The orchid's tall stature and beautiful delicate blooms are well protected as are the customer's furnishings and retailer's floors with the strong and drip resistant bottom of the Orchid Gift Tote™.

Orchid Gift Tote™ featuring a real-life high resolution photo image from NOVA® photo graphik as a design element that not only decorates and enhances, it covers this precious plant in 'all the right places' while allowing for maximum attention on the orchid bloom.

Orchid Gift Tote™ is a 'gift-ready' item that customers like and adds value and sales dollars to every orchid plant sale.

Orchid Gift Tote™ is easy-to-use and provides growers with protection and ease in establishing case pack-outs; they are Shipper Display friendly and provide an instant eye appealing floral display whether they are displayed on store shelves or rolling Plant Trolleys/Carts.

Orchid Gift Tote™ is available standard in one size – please consult Page 43 for more details or consult our all new website @ www.a-roo.com.





Modiform®

we tray... to be your best

GROWER POTS AND PLANT TRAYS

From the floral epicenter of the world - Modiform® is Holland's leading producer in volume and quality of the world's best Plant Trays and Multi-Sale Packs. We at A-ROO Company are proud to represent them throughout North America. Well known the world over by professional plant growers and leading global retailers, Modiform® offers advanced thermal forming expertise and experience that has specialized in horticultural applications for nearly three decades and has worked hard to truly become the 'industry-standard.'

Words describing Modiform® Plant Trays and Multi-Sale Packs worldwide range from, "Highest Quality," "Smartest Design" and "smart and professional presentation in every respect."

Specially Designed with Growers, Retailers and the Consumer in mind - Modiform® products are made to precisely fit and make best use of space density on Plant Trolleys/Carts. Sturdy construction makes these items reliable and much easier to handle with confidence and ease than any other trays available. Modiform® makes the very best colored Plant Trays and Multi-Sale Packs, offering the retailer and your plants a fresh eye-appealing added color accessory to compliment the plant variety's character.



Custom packaging program with clear 3 pack tray, handle tote and Toscana™ Lifestyle™ Cover.

Retail trays are grower friendly for use and by design – mix and match varieties, go monochromatic or use diverse plant colors. Multi-Sale Packs present the look of a ready-made 'dish garden' that can create added value to your plant sale.

Colorized Modiform® Plant Tray and Multi-Sale Packs make your plants more eye-catching by adding the color of the season, your corporate brand colors or plant variety coordinated colors to your professional plant presentation. Coordinate merchandise and get more sales by using these high quality plant friendly Plant Trays and Multi-Sale Packs from A-ROO Company and Modiform®. Many are available with unique single point watering for all plants in the tray.



6-Pack clear tray.



Grouping of various 3-Pack Trays.



Top view of a mixed variety of plants in a Modiform® 3-Pack Tray.



Blue Modiform® tray with custom Petal Pouch™ Handle Sleeve.

Having your plant providers add a printed or decorated handle to Modiform® Mutli-Sale Packs adds value and convenience. Customers will appreciate easy plant identification, consumer information and care along with checkout scanning.

Let A-ROO Company assist you with providing printed or plain handles for Multi-Sale Packs – these can be decorative, make use of the vast NOVA® Plant Image Library, can carry brand, store or botanical graphics as well as practical price, consumer and scanning information.

Modiform® Plant Trays and Multi-Sale Packs are available in an extensive range of European and US standard sizes and configurations – please consult Page 43 for more details or consult our all new website @ www.a-roo.com.

Please contact an A-ROO Company Sales Professional for more information on these exciting Modiform® innovations for Growers and Retailers.



SPECIALIZED VTF RETAIL HORTICULTURAL PACKAGING

Voges Verpakking bv is a second generation family enterprise from the horticultural technology center of the world - Holland. Voges® cornerstone is advanced technology and engineering ingenuity that has decades of experience in vacuum thermal forming (VTF). Their highly protective conventional shippers are made from both conventional plastic materials and earth friendly choices for catalog, mail order and internet sales and shipping of live plants.

Voges® also offers unique and specialized retail oriented formed packages for live plants and makes greenhouse 'lookalike' formed packages for home hobby growing that are popular ranging from children's projects or home herb gardens, to early starter kits for spring plantings.

Voges® specialized retail plant packaging offers sturdy, self contained packages for single or multiple live plants that are both protective and offer merchandising versatility. These specialized formed floral packages can be sold from a shelf or display - or by hanging from a store fixture. They are easy for growers to use and customers to handle.

Let A-ROO Company create an eye-catching self-adhering label that can be affixed to the package that can optionally portray branding, consumer information and other useful information.



Seed kits for growing sunflowers and pumpkins at home.

The familiar and popular Voges® 'Mini'-Greenhouse type package can be modeled to suit the particular need and product and is also great for the popular and emerging in-home gardening sensation, making an ideal package for craft-type hobby plant growing projects.

A-ROO Company has had the real pleasure of representing Voges® in the North American market for going on two decades. This is one of the most user-friendly companys we work with and offer exclusively to our customers from within our network of global Vender Partners. Virtually instantaneous information and expert design resources are available - let us assist you or your floral vender with information and samples of standard mold choices on these exciting and highly specialized Voges® designed and made retail VTF packaging. Prototypes are also available for review and trialing at a very reasonable cost basis.

Voges® - the global leader in Specialized Horticultural VTF Packaging for the professional Grower, live plant Shipper and Floral Retailer. Let an A-ROO Company Sales Professional help you with further information.

Customize it - brand it - decorate it - contact an A-ROO Sales Professional.



Mini Greenhouse with cactus.



Cactus Shipper.



Fresh cut herb packaging.



STRIBBON STRETCH LOOPS

The Pre-Tied Easy-to-Use Elastic Gift Bow

A-ROO Company offers you...

These attractive, economical, easy-to-use pre-tied elastic bows serve multiple purposes and are an essential Florist's gift upgrade. Countless functions and ways to easily and quickly decorate and add a gift-ready touch to potted plants, fresh flowers or any boxed floral product in your shop or department.

Available in a variety of standard colors and sizes, with custom sizes, colors and textures available to complement your exact packaging requirements.

Stribbon Stretch Loops are also available on a custom basis in an Earth-Friendly composition of natural rubber core wrapped in natural cotton – please contact an A-ROO Sales Professional for more information and availability.

How to measure a Stribbon Stretch Loop Pre-Tied Bow -

Measure the length from the knot of the bow to the end of the loop and multiply by 2. This equals the circumference of the loop.

Stribbon Stretch Loops are available standard in many popular sizes and colors – please consult Page 43 for more details or consult our all new website @ www.a-roo.com or contact an A-ROO Company Sales Professional for more information.



FLORIST TISSUE

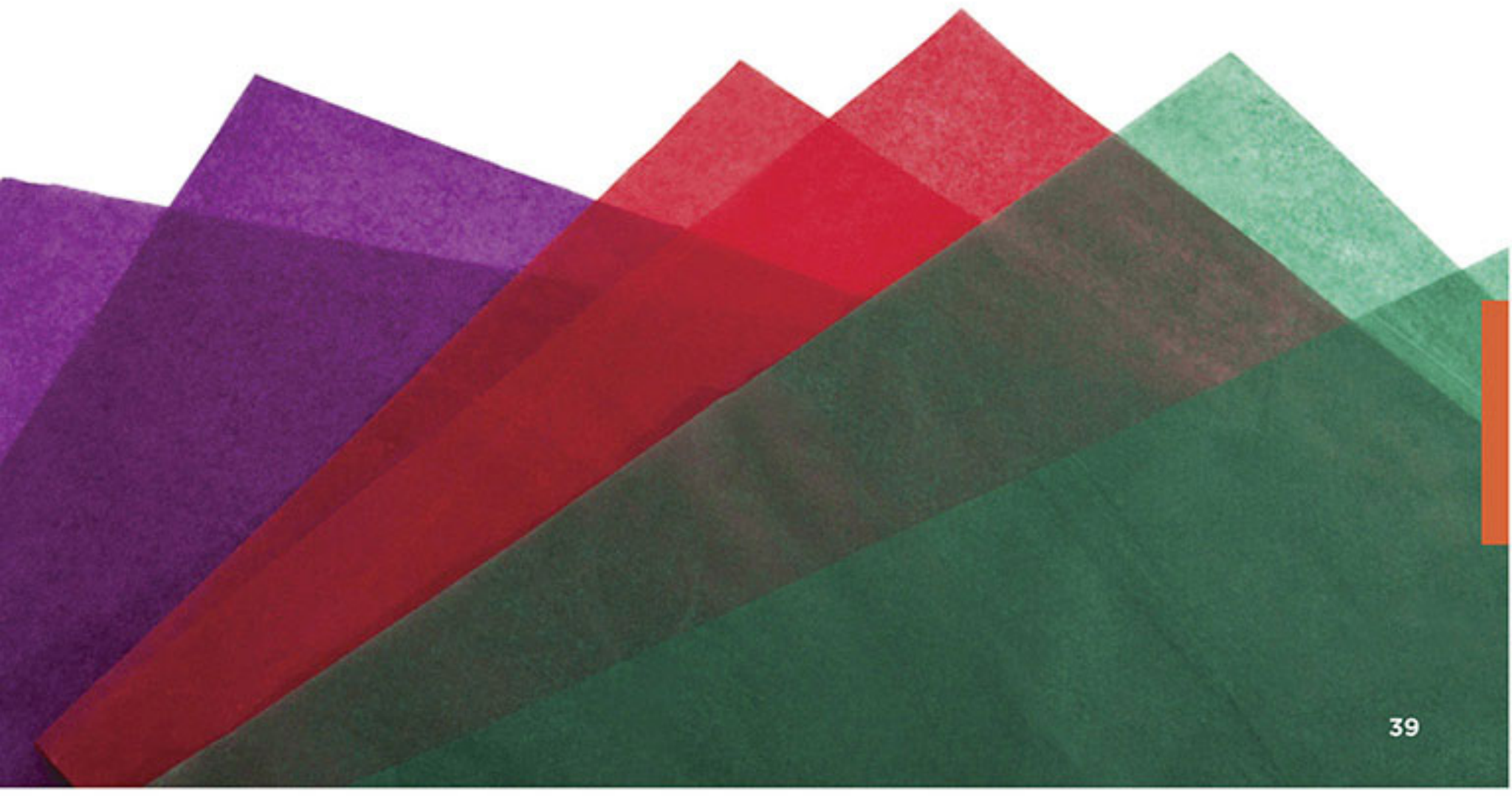
An iconic packaging staple from A-ROO Company for every Florist

There is not much more than can be said about the versatility and numerous uses that Florist grade Tissue paper has – that you as a professional don't already know too well.

We offer both waxed and unwaxed tissue for multiple applications. Waxed to resist the many 'water hazards' that confront all Florists when working with live plants and freshly cut flowers. Florist Tissue is attractive, economical and functional floral packaging that is used to decorate and put that extra touch of elegance and flair that consumers have come to expect and appreciate accompanying their floral purchases to home or office.

Florist Tissue is also available in custom colors and with printing added such as a shop or store name or a decorative motif – please inquire with an A-ROO Sales Professional for more information on customized Florist Tissue.

A-ROO Company's Florist Tissue is available standard in a variety of popular sizes and colors – please consult Page 42 for more details or consult our all new website @ www.a-roo.com.



EARTH-FRIENDLY

Earth-Friendly - the A-ROO Difference

A-ROO Company is truly a leader in the floral packaging industry in seeking new methods and materials that will be more Earth-Friendly than those used previously. We are proactive advocates of working within the film making industry and have worked closely and diligently with film makers to develop new methods and technology that will make such films - floral provider, retailer and consumer films more Earth-Friendly.

Leading the Way -

Several years ago we worked closely with our present Co-Brand Partners Natureworks® and Plastic Suppliers, makers of EarthFirst® OPLA films, in developing a new exciting film made from renewable and sustainable plant materials rather than conventional petroleum based films. Natureworks® supplied the Ingeo™ resin, Plastic Suppliers made trial films using their proprietary and unique extrusion process and we provided the 'test-lab,' our state-of-the-art Bag and Sleeve Making facility in Ohio.

We remain honored to have played a role in developing the very first OPLA films that could be made using industry manufacturing and printing technologies and that would satisfy necessary characteristics and the rigors required of a film that was to be used for floral products and other bag-making applications. We are also thrilled to be able to offer this film and others to our customers to minimize your packaging's affect on our environment.



Walking the Walk -

A-ROO Company has been a leader in North American floral packaging for over 40-years and has the largest and most extensive selection of standard plant, flower and consumer-use floral sleeves in the Western Hemisphere. Many of these standard floral sleeves are 'plain' or unprinted and therefore had never carried any consumer oriented properly designated recycling information.

Beginning in 2009, we made the decision to print the proper recycling information on all of our 'plain' and unprinted standard floral sleeves, with absolutely no additional cost to our customers. We believe it is likely that our competitors and the floral industry in general will eventually be compelled by regulation to carry this information, but we wanted to provide this recycling indicator as a matter of principle and genuine concern for our environment.

A-ROO Company makes and provides hundreds of thousands of pounds of Polypropylene and Polyethylene films. We are again thrilled to be able to take the lead role in our industry by making this commitment. We invite all of our competitors and other packaging companies to take this same proactive step - the sooner, the better.

A-ROO Company and its affiliated domestic manufacturing company, Western Reserve Sleeve, Inc., started a Green Team in January 2008. The group meets regularly to review all new Earth-Friendly substrates and related products. The team also monitors advancements in eco-technology and evaluates new Earth-Friendly methods to offer our Customers alternatives to conventional petroleum based plastics.





A-ROO Company – Offers the Most Earth-Friendly Alternatives

Films made from annually renewable and more sustainable plant materials –

A-ROO Company is the only floral packaging company to be co-branding partners with both Ingeo™ biopolymer and Plastic Suppliers, Inc. - which gives us the best economic and performance advantage possible on OPLA films, made from plant based Ingeo™ resin which is made into film by Plastic Suppliers called EarthFirst® PLA Films.



Earth-Friendly Plastic Film additives that allow them to degrade in a landfill environment –

A-ROO Company offers the very latest and best additives to conventional petroleum based plastic films that make them degradable over time and friendly to the recycling stream.



www.epi-global.com

EPI is a trade-mark of EPI Environmental Products Inc., used under license



Products that we offer Earth-Friendly alternatives and choices for –

Film and Paper Floral Sleeves

Film and Paper Pot Covers

Film Bags

POS/POP Materials

Film and Paper Sheets

Vacuum Thermal Formed Products

Pressure Sensitive Labels

Plant Stick Tags/Hanging Tags/Gift Cards & Tags



Please inquire with an A-ROO Sales Professional for more information on our Earth-Friendly products – or please refer to and consult our all new website @ www.a-roo.com for more information.

PRODUCT INDEX

On the following pages you will find specific sizing, color and stock code information for the items contained in this Idea & Style Guide. If you should have any questions or would like more information, please contact an A-ROO Company Sales Representative.

Ariel Airy™ Petal Pouch™ Floral Gift Bag

page 9

20 x 22 x 6.6"

Lime Green, Orange, Pink, Purple and Yellow

PP-AIRY-LGR

PP-AIRY-OR

PP-AIRY-PK

PP-AIRY-PUR

PP-AIRY-YL

Ariel™ Petal Pouch™ Floral Gift Bag

page 8

20 x 22 x 6.6"

Brown, Lavender, Pink and Red

PP-ARIEL-BR

PP-ARIEL-LAV

PP-ARIEL-PK

PP-ARIEL-RO

Bag Bracket

page 2

8" long with 2 rounded hooks, comes with 2 wood screws,
2 long bolts with locking nuts

Black

BAG BRACKET

Black Buckets

page 17

5 L, 10 L and 13 L

Black

G5LITER-CON

G5LITER-WM

G10LITER-CON

G10LITER-WIDE

G13LITER-CON

Bucket Stand

page 17

Please inquire with an A-ROO Company representative if you
would like to receive more information regarding Bucket Stands.

CBS (Clear Bottom Sealed) Sleeves

page 3

Clear

CBS-1 7 x 25 x 2.5"

CBS-9 9 x 14 x 3.5"

CBS-2 13 x 25 x 4"

CBS-17 17.5 x 25 x 4.5"

CBS-3 21 x 32 x 8.5"

Concept Solutions™

page 18

Please inquire with an A-ROO Company representative if
you would like to receive more information regarding
Concept Solutions™.

Counter Rolls

page 16

Available on a Custom Order Basis Only.

Counter Roll Holders

page 16

Please inquire with an A-ROO Company representative if you would
like to receive more information regarding Counter Roll Holders.

Custom Plastic and Paper Sleeve

Dispensing Racks

page 12

Please inquire with an A-ROO Company representative if you would
like to receive more information regarding Custom Plastic and
Paper Sleeve Racks.

Delta Arrangement Sleeve

page 15

Clear

DELTAXS 11 x 10 x 11"

DELTAS 15.75 x 14.74 x 15.75"

DELTAM 20 x 19 x 20"

DELTAL 24 x 23 x 24"

Dozen Rose Sleeve

page 4

Clear

DZNRSE-BAG-29 18 x 29 x 6"

DZNRSE-BAG-35 26 x 35 x 8"

e Covers™

page 28

4", 4.5", 6", 6.5", 8" and 10"

Satin Series, Metallic Series and Naturals Series. Various Colors
are available. Other sizes and designs are available on a Custom
Order Basis.

Earth-Friendly

page 40

Please inquire with an A-ROO Company representative if you would
like to receive more information regarding Earth-Friendly Solutions.

Florist Tissue

page 30

Available waxed and unwaxed.

Handmades™

page 28

Available on a Custom Order Basis Only.

Holiday Bounty™ Petal Pouch™ Gift Sleeve

page 10

20 x 24 x 7.5"

PP-HOLIDAY BOUNTY

Mirage Banner™ Sleeve

page 14

Available on a Custom Order Basis Only.

Modiform®

page 34

Please inquire with an A-ROO Company representative if you would
like to receive more information regarding Modiform® Products.

NOVA photo graphik *page 24*

Sleeve Printing, POP Displays, Talking Cards, Posters, Informational Flyers, Brochures & other Literature pieces, Bench Tape and Cart Banners, Hanging Tags, Stick Tags and Tray Handles, Labels and Enclosure Cards

Orchid Gift Tote™ *page 33*

5.25 x 5.25 x 27.75"

BAG-ORCHID TOTE

Paper Bag Rack - 2 Pole *page 11*

12 x 12" base, 20" pole, 34" pole with 4" round plate on top
Black

BAG RACK PAPER-2 POLE

Paper Sleeves *page 11*

Many stock sizes available ranging from 4-17" pots. Any custom size available upon request.

PBS (Pearl Back Bottom Sealed) Sleeves *page 4*

15 x 26 x 4.5"

Clear Front with a Pearl Back

PBS-15"

Petal Pouch™ Handle Sleeve *page 6*

14 x 16 x 4", BOPP

Lavender, Lime Green, Orange, Pink and Yellow

PP-14-LAV
PP-14-LIME GRN
PP-14-OR

PP-14-PK
PP-14-YL

20 x 18 x 5.5", CPP

Black, Gold, Green, Lavender, Lime Green, Orange, Pink, Red, White and Yellow

PP-20X18X5.5-BLK
PP-20X18X5.5-GLD
PP-20X18X5.5-GRN
PP-20X18X5.5-LAV
PP-20X18X5.5-LIME GRN

PP-20X18X5.5-OR
PP-20X18X5.5-PK
PP-20X18X5.5-RED
PP-20X18X5.5-WH
PP-20X18X5.5-YL

Petal Pouch™ Handle Sleeve Rack *page 5*

12 x 12 x 36"

Black

PETAL POUCH RACK

SB (Sealed Bottom) Sleeve Rack *page 2*

16 x 14 x 48.25"

Black

BAG RACK

SBS (Silver Back Bottom Sealed) Sleeves *page 3*

Clear Front with a Silver Back

SBS-1 7 x 26 x 2.5"

SBS-2 13 x 25 x 4"

Stribbon Stretch Loops *page 38*

6", 8", 10", 14" and 19"

Gold and Silver are available in 6", 8", 10", 14" and 19" - Dark Green, Lavender, Lime Green, Orange, Pink, Red and Yellow are available in 10" only. Other colors and sizes are available on a custom order basis.

BOW-6"GOLD
BOW-6"SILVER

BOW-10"PINK
BOW-10"RED
BOW-10"SILVER
BOW-10"YELLOW

BOW-8"GOLD
BOW-8"SILVER

BOW-14"GOLD
BOW-14"SILVER

BOW-10"DARK GREEN
BOW-10"GOLD
BOW-10"LAVENDER
BOW-10"LIME GRN
BOW-10"ORANGE

BOW-19"GOLD
BOW-19"SILVER

Two Pack Gift Tote™ *page 32*

15" top x 12" height x 10" bottom with a 4.5" side gusset
Lime Green, Orange, Pink, Purple and Yellow

BAG-2PK TOTE-GREEN
BAG-2PK TOTE-ORANGE
BAG-2PK TOTE-PINK

BAG-2PK TOTE-PURPLE
BAG-2PK TOTE-YELLOW

Tradizione™ Over-Pots *page 30*

4", 4.5", 6" and 6.5"

Lime Green, Orange, Pink and Purple

TRADIZIONE-4" LIME
TRADIZIONE-4" ORANGE
TRADIZIONE-4" PINK
TRADIZIONE-4" PURPLE

TRADIZIONE-6" LIME
TRADIZIONE-6" ORANGE
TRADIZIONE-6" PINK
TRADIZIONE-6" PURPLE

TRADIZIONE-4.5" LIME
TRADIZIONE-4.5" ORANGE
TRADIZIONE-4.5" PINK
TRADIZIONE-4.5" PURPLE

TRADIZIONE-6.5" LIME
TRADIZIONE-6.5" ORANGE
TRADIZIONE-6.5" PINK
TRADIZIONE-6.5" PURPLE

Voges *page 36*

Please inquire with an A-ROO Company representative if you wish to receive more information regarding Voges Products.

WBS (White Back Bottom Sealed) Sleeves *page 4*

Clear Front with a White Back

WBS-1 7 x 25 x 2.5"
WBS-2 13 x 25 x 4"

WBS-3 13 x 25 x 4"

Xpression Floral™ Gift Bag *page 13*

25.5 x 25.5 x 36.5"

Clear, Renoir™ Green, Water Kolor™ Blush, Silver Holographic and Silver Holographic with a Red Interior

FEGB-CLR
FEGB-REN-GRN
FEGB-WK-BLUSH

FEGB-ZIP
FEGB-ZIP-RDI

Xpression Floral™ Gift Bag Rack *page 13*

Please inquire with an A-ROO Company representative if you would like to receive more information regarding Xpression Floral™ Gift Bag Rack.







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