

A-ROO COMPANY
IDEA & STYLE
GUIDE

VOLUME 8

New
Floral Packaging
Mini-Collections
Chagall™, Chantilly™, Filigrana™,
New Fall Season Bouquet Sleeves,
Terraza™ Lifestyle™ Covers + MORE Only from



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Purpose/ Introduction

A COMPANION GUIDE PRESENTING NEW CUTTING EDGE CREATIONS AND IDEAS IN FLORAL PACKAGING EXCLUSIVELY FROM A-ROO COMPANY.

A-ROO Company's latest decorative packaging Mini-Collections, Seasonal Bouquet Sleeves and floral packaging implements—

A-ROO Company has been in business serving the floral, food and commercial packaging industries for almost 50 Years; we are proud to present to you our latest decorative floral packaging collections and designs.

We invest many hours in the developmental process of our decorative packaging collections—ideas and trends are exchanged at our internal Design Team meetings which include staff from our Creative, Purchasing, Sales and General Management areas. We also solicit ideas from customers and companies from around the globe so that every detail and aspect of each collection is reviewed thoroughly and with great care.

This 8th edition of our Idea & Style Guide series will reflect the latest decorative floral packaging creations we have developed through the talents of our 'in-house' Creative Department group.

We carry extensive inventories of ready-to-use standard products at all four of our Service Center locations. We create customized decorative, branded or theme based packaging that makes a coordinated floral sales environment that will stimulate 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.

Color variation can exist in printed media utilizing different printing technologies related to a wide-range of factors. We will gladly forward actual color samples of any of our proprietary decorative floral packaging collections for your review.

ChagallTM *Mini-Collection*

Marc Zaharovich Chagall—pronounced shə-GAHL

A Belarusian-born French artist.

As an early modernist, he was associated with several major artistic styles and created works in virtually every artistic medium, including paintings, book illustrations, stained glass, stage sets, ceramics, tapestries and fine art prints.

We present our ChagallTM Mini-Collection of DLS Decorative Liner Sheets that gives flowers and plants a transitional design flair that is bent towards modern. Attractive and colorful, these sheets give a small but distinct plume of color near the edge and top area with a unique offset slanted design allowing for a burst of color accent.

You can use these ChagallTM Mini-Collection design sheets as a DLS FlipTM Sheet by choosing either the beautiful ChagallTM print or the full monochromatic backside panel as the primary exterior color coordinated enhancement.

DLS  *SHEET*



DLS Sheet Ink Technology—is known throughout the Industry as being the best colorfast combination of materials available anywhere, yet once these decorative sheets leave our facility we no longer control what chemistry or conditions these DLS Sheets might come in contact with. We therefore always recommend protecting valued surfaces and furnishings from contact with our DLS Sheets. We do not warrant or guarantee colorfastness due to these circumstances which are beyond our control. You can inquire at any of A-ROO Company's four Service Center locations or simply e-mail us a request at packaging@a-roo.com for more information contained in our Terms & Conditions of Sale.

Wrinkle Resistant—The bouquet maker/plant decorator friendly denier finish allows for an easier and faster 'retail-ready' presentation with little need for repackaging the bouquets and plants upon arrival at store level = \$.

Make ChagallTM Mini-Collection a big part of your everyday supply of easy-to-use and easy-to-coordinate decorative floral packaging. This decorative and enhancing packaging can be a foundational bedrock and would be smart to include in any everyday flower bouquet or plant program.

ChagallTM Mini-Collection DLS Sheets are available standard in two sizes, 20 x 20" and 24 x 24".





Pink

Pantone® Colors



223 C, 225 C, 227 C

ITEM

20x20" DLS Flip™ Sheet
20x20" DLS Flip™ Sheet w/ die-cut
24x24" DLS Flip™ Sheet
24x24" DLS Flip™ Sheet w/ die-cut

CODE

DLS-P-20-CHAGALL-PK
DLS-P-20-CHAGALL-PK-X
DLS-P-24-CHAGALL-PK
DLS-P-24-CHAGALL-PK-X

Orange

Pantone® Colors



150 C, Orange 021 C, 167 C

ITEM

20x20" DLS Flip™ Sheet
20x20" DLS Flip™ Sheet w/ die-cut
24x24" DLS Flip™ Sheet
24x24" DLS Flip™ Sheet w/ die-cut

CODE

DLS-P-20-CHAGALL-OR
DLS-P-20-CHAGALL-OR-X
DLS-P-24-CHAGALL-OR
DLS-P-24-CHAGALL-OR-X

Yellow

Pantone® Colors



109 C, 124 C, 117 C

ITEM

20x20" DLS Flip™ Sheet
20x20" DLS Flip™ Sheet w/ die-cut
24x24" DLS Flip™ Sheet
24x24" DLS Flip™ Sheet w/ die-cut

CODE

DLS-P-20-CHAGALL-YL
DLS-P-20-CHAGALL-YL-X
DLS-P-24-CHAGALL-YL
DLS-P-24-CHAGALL-YL-X



Lime Green

Pantone® Colors



374 C, 376 C, 363 C

ITEM

20x20" DLS Flip™ Sheet
 20x20" DLS Flip™ Sheet w/ die-cut
 24x24" DLS Flip™ Sheet
 24x24" DLS Flip™ Sheet w/ die-cut

CODE

DLS-P-20-CHAGALL-GR
 DLS-P-20-CHAGALL-GR-X
 DLS-P-24-CHAGALL-GR
 DLS-P-24-CHAGALL-GR-X

Purple

Pantone® Colors



2577 C, 2597 C, 2627 C

ITEM

20x20" DLS Flip™ Sheet
 20x20" DLS Flip™ Sheet w/ die-cut
 24x24" DLS Flip™ Sheet
 24x24" DLS Flip™ Sheet w/ die-cut

CODE

DLS-P-20-CHAGALL-PU
 DLS-P-20-CHAGALL-PU-X
 DLS-P-24-CHAGALL-PU
 DLS-P-24-CHAGALL-PU-X

Chantilly™ Mini-Collection

We are pleased to present the Chantilly™ Mini-Collection of decorative floral sleeve packaging exclusively from A-ROO Company. Inspired, simple and lightly colorful with an understated, playful, floral motif pattern, this collection allows for maximum visibility to your floral grouping. Chantilly™ Mini-Collection has a timeless quality that will remain a staple of your Everyday and Seasonal programs for many years to come.

Chantilly™ Mini-Collection is designed to enhance all fresh flower bouquet recipes with its see-through, light and airy pattern that shows off your flowers and plants beautifully.

Chantilly™ Mini-Collection is available in four brilliantly cheerful colors: Pink, Yellow, Lavender and White.





Pink

Pantone® Color



238 C

ITEM

13x16x4" Sleeve

17x16x4.5" Sleeve

CODE

CHANTILLY-MD-PK

CHANTILLY-LG-PK

Yellow

Pantone® Color



102 C

ITEM

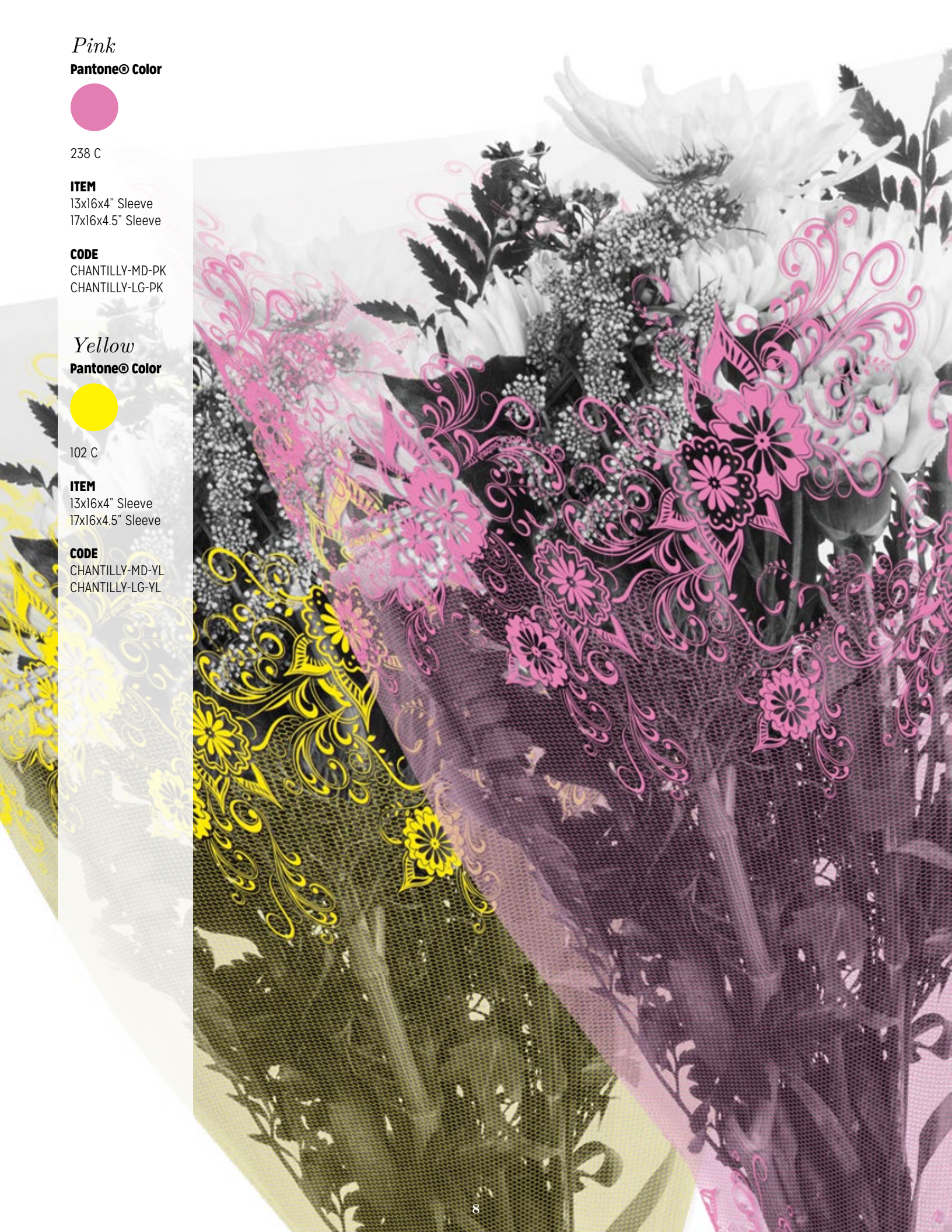
13x16x4" Sleeve

17x16x4.5" Sleeve

CODE

CHANTILLY-MD-YL

CHANTILLY-LG-YL



Lavender

Pantone® Color



264 C

ITEM

13x16x4" Sleeve
17x16x4.5" Sleeve

CODE

CHANTILLY-MD-LAV
CHANTILLY-LG-LAV

White

Pantone® Color



White C

ITEM

13x16x4" Sleeve
17x16x4.5" Sleeve

CODE

CHANTILLY-MD-WH
CHANTILLY-LG-WH



FiligranaTM

Mini-Collection

FiligranaTM Mini-Collection is a seasonal and holiday inspired series of decorative floral sleeve packaging. This series can give a portion of your fresh flower program a bedrock look and fashion from the Fall season through Mother's Day with its feature design elements being either Leaves, Holiday Trees or Hearts.

All FiligranaTM Mini-Collection decorative floral sleeves are made from crystal clear BOPP material and are used to give your precious blooms and floral grouping maximum shine, exposure and appeal. FiligranaTM Mini-Collection's light design motif connects a central seasonal or holiday theme and gives your decorative floral packaging continuity and a fundamental signature look from one season to the next.

FiligranaTM X-Mas has randomly placed modern looking Holiday Pine Trees and Stars resting amongst an airy, whimsical design motif. Available in two mix or match color selections—Red or Silver, FiligranaTM X-Mas will bring a cheerful holiday expression and decoration to your Flowers and Plants without hiding their natural intrinsic beauty.

FiligranaTM Hearts has the same design motif as the other items in this Mini-Collection of floral sleeve packaging. Randomly positioned Hearts are connected by the flower enhancing design that gently wraps your flower and plants in the splendor of a romantic offering and gift. Perfect for any Valentine's, Sweetest or Mother's Day promotion. FiligranaTM Hearts is available in two color selections—Red or White.

FiligranaTM Leaves utilizes the same windswept design pattern as the other items in this Mini-Collection, but this time connects flowing and randomly placed Fall seasonal leaves. The Bronze color used for this item beautifully enhances Fall-toned flowers and gives a rich, warm glow to Autumn Flowers and Plants.



FiligranaTM X-Mas

Red

Pantone® Color



200 C

ITEM

13x17x4" Sleeve
17x17x4.5" Sleeve

CODE

FILIGRANA XMAS-MD-RD
FILIGRANA XMAS-LG-RD

Silver

Pantone® Color



877 C

ITEM

13x17x4" Sleeve
17x17x4.5" Sleeve

CODE

FILIGRANA XMAS-MD-SILV
FILIGRANA XMAS-LG-SILV

FiligranaTM Hearts

Red

Pantone® Color



200 C

ITEM

13x17x4" Sleeve

17x17x4.5" Sleeve

CODE

FILIGRANA HEARTS-MD-RD

FILIGRANA HEARTS-LG-RD

White

Pantone® Color



White C

ITEM

13x17x4" Sleeve

17x17x4.5" Sleeve

CODE

FILIGRANA HEARTS-MD-WH

FILIGRANA HEARTS-LG-WH

FiligranaTM Leaves

Copper

Pantone® Color



876 C

ITEM

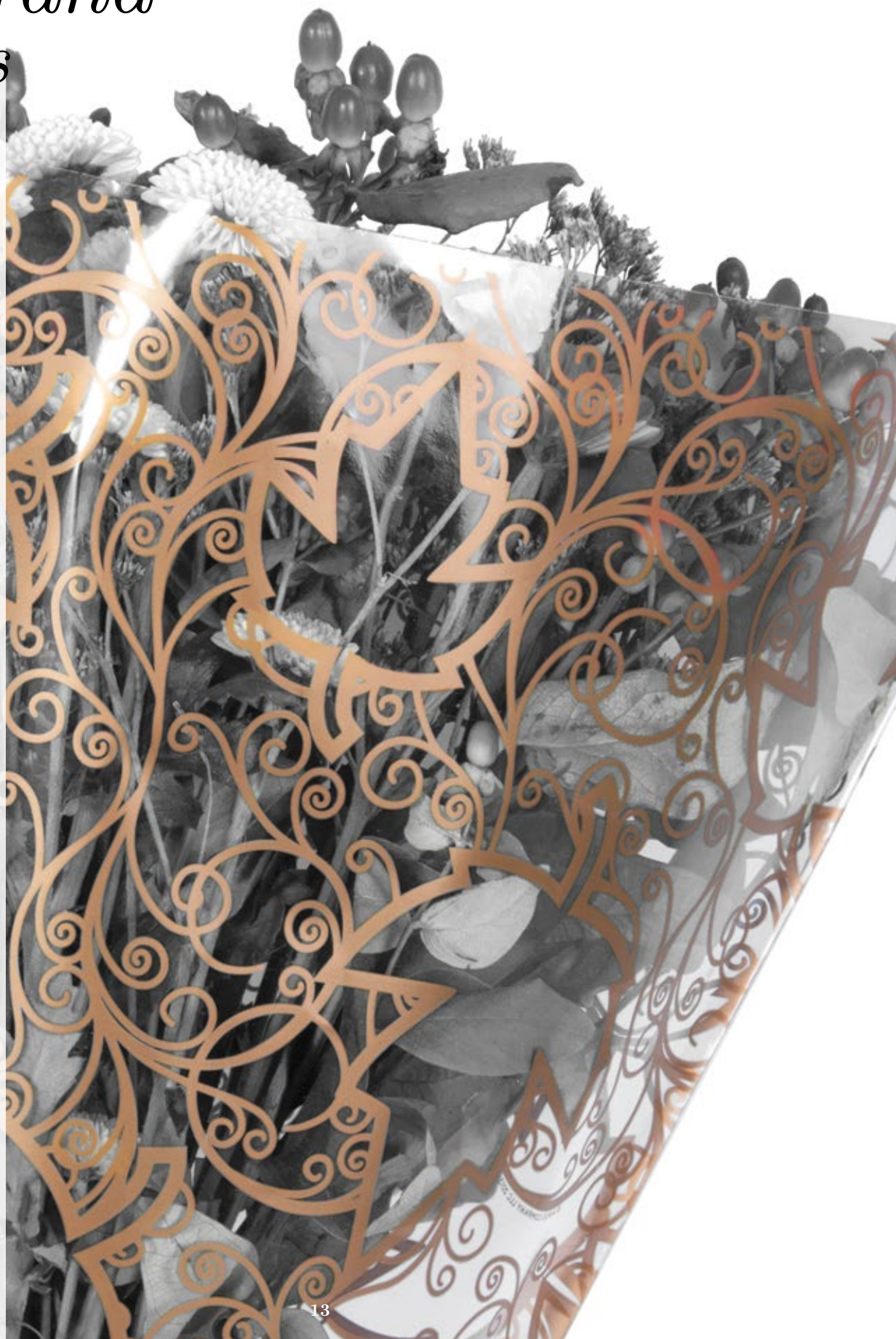
13x17x4" Sleeve

17x17x4.5" Sleeve

CODE

FILIGRANA LEAVES-MD

FILIGRANA LEAVES-LG



Meandering LeavesTM Bouquet Sleeve

Autumn in the air?

The Fall season represents the longest floral sales period of the year. There are many opportunities throughout the Fall period to market your plants and flowers. The ability to offer and present a fresh new look during periodic intervals of the season makes for a fresher appearance for your floral buying customers.

The Meandering LeavesTM Bouquet Sleeve design is born of simplicity and has falling Autumn leaves raining downward throughout the display panels. The seasonally color-festive, four color, Fall motif decorative sleeve packaging on crystal clear BOPP film brings out the very best in your Fall bouquets.

Meandering LeavesTM Bouquet Sleeves come in two popular sizes standard from stock.





Pantone® Colors



115 C, 123 C, 151 C, 7533 C

ITEM

13x17x4" Sleeve
17x17x4.5" Sleeve

CODE

MEANDERINGLEAVES-MD
MEANDERINGLEAVES-LG

Autumn Poetry™ Bouquet Sleeve

Autumn winds continue to go deeper into this beautiful and melancholy season; a time of year that often gives us time for pause and reflection.

Autumn Poetry™ Bouquet Sleeves features three vivid seasonal colors with a design that frames your flowers and includes the iconic fall leaf as a secondary design element. This decorative seasonal package displays a quote from famous southern gardener Elizabeth Lawrence as the primary design element and feature.

"Everyone must take time to sit and watch the leaves turn..."

Elizabeth Lawrence (1904-1985)

Born in Marietta, GA, her book "A Southern Garden" published in 1942 is considered a classic and an inspiring reflection about gardening and gardens in the Southern US. She wrote with the heart of a horticulturist and lover of a garden's powerful beauty. She wrote over 700 articles on flowers and gardens for the 'Charlotte Observer' over the years, along with publishing other gardening books during her writing and gardening career.

Autumn Poetry™ Bouquet Sleeves are available standard from stock in the following size—17 x 17 x 5".





*Everyone must take
time to sit and watch
the leaves turn.*

Elizabeth Lawrence

Pantone® Colors



1225 C, 7417 C, 7427 C

ITEM

17x17x5" Sleeve

CODE

AUTUMNPOETRY-LG

TerrazaTM

LifestyleTM Cover Collection

Easy-to-Use—by Grower, Floral Retailer and Consumer

Immediately increases sale value—for Grower, Floral Retailer and Consumer

Leak resistant water barrier—protects Growers, Floral Retailers and Consumers

Affordable

Smart Looking in virtually any interior or exterior environment, TerrazaTM LifestyleTM Cover Collection represents the combining of technical developments and a dedicated team of the Industry's best professionals making certain that every detail has been ingrained in this New Generation LifestyleTM Cover Collection.

Our skilled team carefully selected a color palette that these modern Plant Covers and Flower Containers would possess and were developed over several months of experimentation and production trials.

An artistic, relieved design was developed and may inspire some of our customers to consider embedding their brand or personalized decorative look on their own custom LifestyleTM Covers and Floral Containers.

With their plant and flower friendly tones, the TerrazaTM LifestyleTM Covers easily adapt and blend their subtle beauty into any Home or Office Décor or can transition easily to an exterior environment as well.

Another of A-ROO Company's well known Leak-Proof and Easy-to-Use LifestyleTM Covers, this new TerrazaTM Collection was designed to offer an economical, long-lasting and durable look. The pearl finish color selections coordinate well with the natural flowering and green plant floral color palette in today's plant market.

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. Make full use of inventories by upgrading the collection using A-ROO Company DLS sheet inserts while still maintaining an **Economical** price point that allows extra value for Wholesaler and their customer alike.

Retailers will appreciate the way TerrazaTM Lifestyle Covers put focus on the plant variety. This collection provides the "Edge" in making sustainable, Everyday and Seasonal oriented programs more successful for themselves and their vendor partners. The Décor-Ready style is a higher value appearance while remaining **Economical** in price.







Anguria
Pantone® Colors



198 C

ITEM

4" AZ Lifestyle™ Cover
4" ST Lifestyle™ Cover
4.5" AZ Lifestyle™ Cover
6" AZ Lifestyle™ Cover
6.5" AZ Lifestyle™ Cover

CODE

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

Valencia
Pantone® Colors



1575 C

ITEM

4" AZ Lifestyle™ Cover
4" ST Lifestyle™ Cover
4.5" AZ Lifestyle™ Cover
6" AZ Lifestyle™ Cover
6.5" AZ Lifestyle™ Cover

CODE

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

Terracotta
Pantone® Colors



167 C

ITEM

4" AZ Lifestyle™ Cover
4" ST Lifestyle™ Cover
4.5" AZ Lifestyle™ Cover
6" AZ Lifestyle™ Cover
6.5" AZ Lifestyle™ Cover

CODE

LSC-TER-4AZ-TERRA-COTTA
LSC-TER-4ST-TERRA-COTTA
LSC-TER-4.5AZ-TERRA-COTTA
LSC-TER-6AZ-TERRA-COTTA
LSC-TER-6.5AZ-TERRA-COTTA

Grano
Pantone® Colors



108 C

ITEM

4" AZ Lifestyle™ Cover
4" ST Lifestyle™ Cover
4.5" AZ Lifestyle™ Cover
6" AZ Lifestyle™ Cover
6.5" AZ Lifestyle™ Cover

CODE

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



Erba

Pantone® Colors



376 C

ITEM

4" AZ Lifestyle™ Cover
4" ST Lifestyle™ Cover
4.5" AZ Lifestyle™ Cover
6" AZ Lifestyle™ Cover
6.5" AZ Lifestyle™ Cover

CODE

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

Firenze

Pantone® Colors



5747 C

ITEM

4" AZ Lifestyle™ Cover
4" ST Lifestyle™ Cover
4.5" AZ Lifestyle™ Cover
6" AZ Lifestyle™ Cover
6.5" AZ Lifestyle™ Cover

CODE

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

Viola

Pantone® Colors



2587 C

ITEM

4" AZ Lifestyle™ Cover
4" ST Lifestyle™ Cover
4.5" AZ Lifestyle™ Cover
6" AZ Lifestyle™ Cover
6.5" AZ Lifestyle™ Cover

CODE

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

Chianti

Pantone® Colors



5185 C

ITEM

4" AZ Lifestyle™ Cover
4" ST Lifestyle™ Cover
4.5" AZ Lifestyle™ Cover
6" AZ Lifestyle™ Cover
6.5" AZ Lifestyle™ Cover

CODE

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

Multiuso™

Gift Trays & Containers

These wonderful multi-use paperboard trays and containers are available on a customized basis with an almost limitless array of sizes and styles. Made from lightweight but sturdy paperboard that is laminated with a decorative outer layer of printed paper gives each tray and container a personalized signature appearance that can be used in—as the name suggests—many diverse and useful ways by your floral supplier or right in your floral retail area.

Easy-to-Use—by Grower, Floral Retailer and Consumer

Immediately increases sale value—for Grower, Floral Retailer and Consumer

Affordable

Make it personal and unique...differentiate your shop, store and plants from the rest by creating a design especially for your plants. You can also create a custom design to extend your brand or select a design from one of our many proprietary A-R00 Company DLS Flip™ Sheet designs.

Multiuso™ is affordable with very reasonable minimums. Create your own multi-use decorative floral tray or container, create ways to sell multiple units and increase the retail value of your plants and flowers with Multiuso™. They are great for multiple plant sales, as decorative floral containers, gift baskets and have many more uses!

Up to 6-colors printing available.

Let our Creative Department Designers create your own special look.

Choose from dozens of existing highly decorative designs available from A-R00 Company.

All Custom Printed Multiuso™ Gift Trays and Containers are 100% custom to your specifications. Multiuso™ Gift Trays & Containers are made from paper and are therefore not water proof or to be used as a water containment device. Leak resistant and water tight custom clear liner inserts are available if needed. Please contact an A-R00 Company Sales Professional for further information.



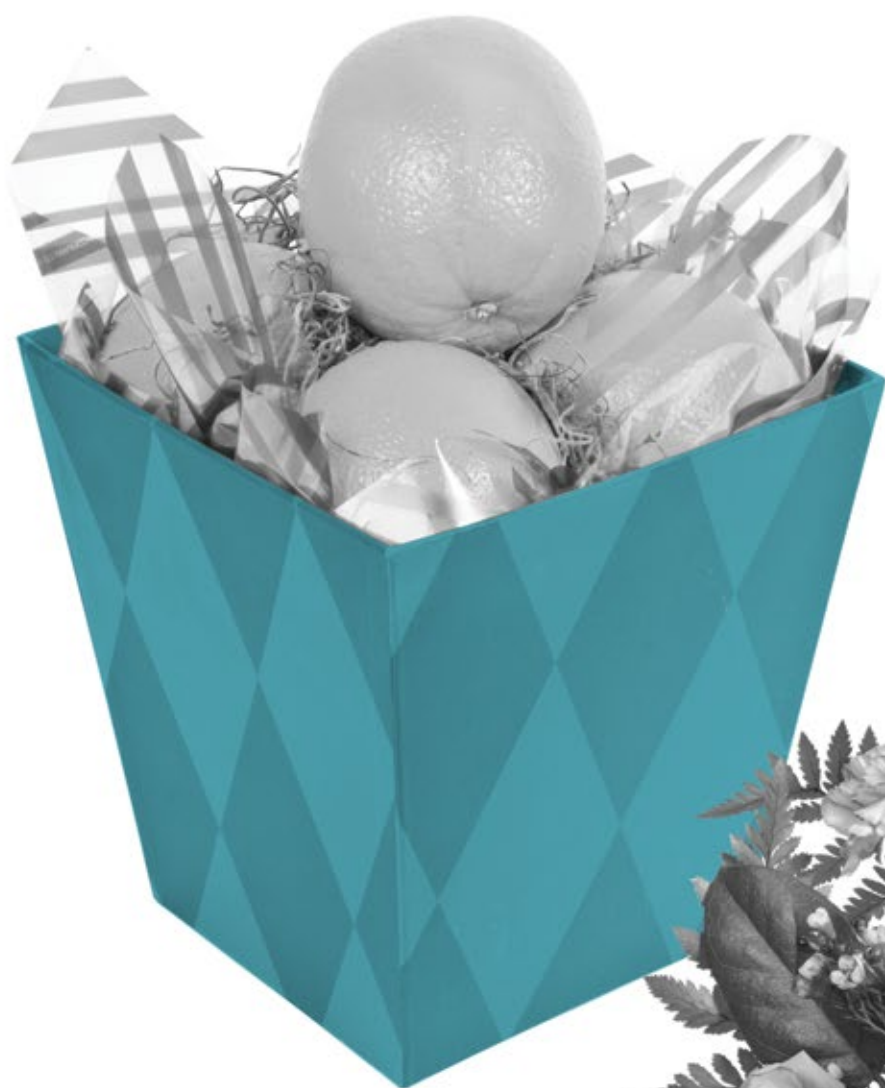




Customizable with any design and at any size, Multiuso™ Gift Trays & Containers can easily accommodate a grouping of potted plants. Add a leak resistant clear liner and one of our Metanza™ Lace decorative liner sheets and you have a beautiful housewarming gift.

The gift giving doesn't stop with potted plants, you can also create the perfect spa treatment box and give the gift of relaxation.

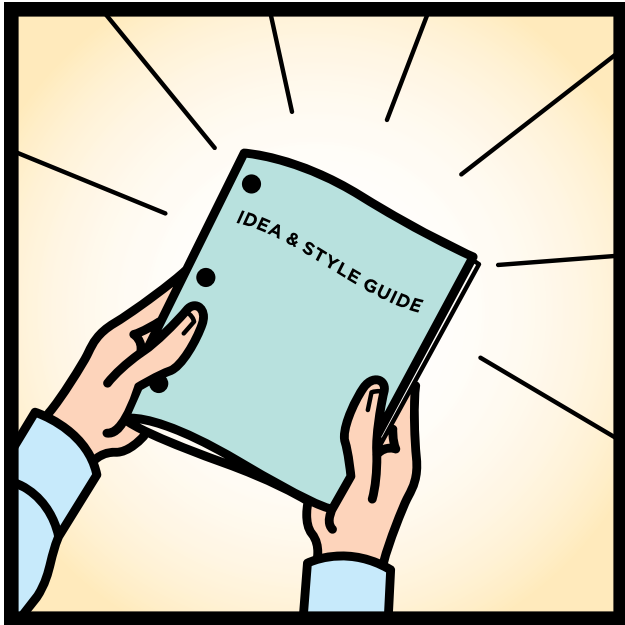




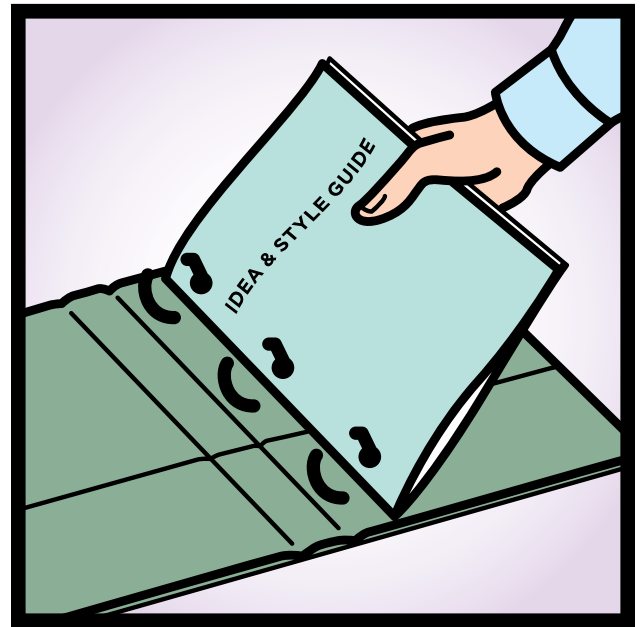
Multiuso™ Gift Trays & Containers are great for fruit baskets. Shown here with a Verdehlo™ Stripe decorative liner sheet.



Create a beautiful centerpiece by creating your next fresh flower arrangement in a Multiuso™ Gift Tray & Container.



By now you are familiar with receiving our Idea & Style Guides in the mail, at one of our tradeshow booths or in a meeting with an A-R00 Company Sales Professional.



You should have also received a green binder, Binder 1, to place your Idea & Style Guides Volume 1-7 in.

Missing a volume of one of our Idea & Style Guides? You can visit our website, www.a-roo.com, to download a digital copy of any of our guides or you can request a hard copy from your A-R00 Sales Professional.



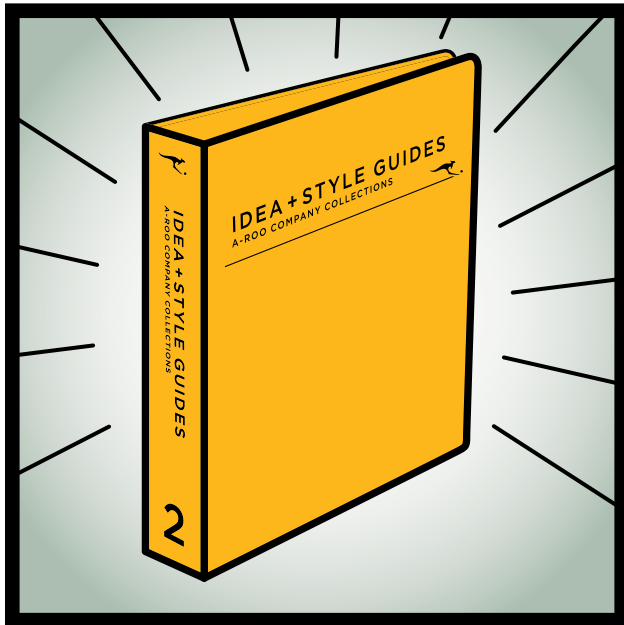
Volume 1



Volume 2



Volume 3



Idea & Style Guide Vol. 8 will begin a new binder, Binder 2. Upon sending a request to your A-R00 Company Sales Professional, we will send you an orange binder that you can place this new guide in as well as future guides.

When you receive Binder 2 you can slide it on a bookshelf or keep it handy at your desk so you always have our newest products and services at your fingertips.



Up Next...

Idea + Style Guide Volume 9...will contain all new, exciting floral packaging products!



Volume 4



Volume 5



Volume 6



Volume 7



Volume 7 Supplement

