

Extended freshness for fresh cut flowers with post-harvest protection from Vidre+™ Floral

Stunning but Sensitive

Wish your cut flowers would maintain their vitality through storage, transport, at retail and in consumers' homes? The key is to protect them from the negative effects of ethylene exposure, which causes premature petal shedding, discoloration, bud withering and subpar quality blooms.

The Beauty of Vidre+ Floral Protection

Simply applying one Vidre+ Floral sticker per sleeve will shield flowers from the detrimental effects of ethylene and optimize their vase life.



Vidre+ Floral stickers are coated with humidity-activated 1-MCP, a safe molecule that binds to ethylene receptors in the plant so that flowers can no longer detect it and will retain their beauty and freshness.



When exposed to humidity within packaging, Vidre+ Floral gradually releases the active ingredient preserving freshness and quality throughout shipping, at retail and in consumers' homes.



Vidre+ Floral stickers can be used at any stage of the supply chain to protect flowers and potted plants from the damaging effects of ethylene – from harvest to the consumer.



Maintain the Vitality of your Fresh Cut Flowers

- Prolong petal longevity
- Enhance color retention
- Reduce wilting
- Enjoy fuller blooms and stronger stems
- Reduce losses due to unsold or wilted flowers
- Retain beauty and appeal for a more extended period

How is Vidre+ Different?

For nearly two decades, 1-MCP has been employed worldwide as a recognized, safe method to protect flowers post-harvest from the harmful impacts of ethylene. 1-MCP is a gas that has been applied in airtight trucking containers or via sachets inside of shipment boxes.

Vidre+ is the ONLY patented technology for surface-coating labels and stickers with humidity-activated 1-MCP that has a timed and gradual release rate.

Gradual release offers protection to cut flowers immediately after packaging and throughout shipment, at retail and in consumers' homes. Once flowers are packaged, they can be shipped or stored without delay.



Untreated

Operational efficiency

- Simple sticker application
- No need for airtight facility or packaging
- Seamless implementation: combine post-harvest protection with regular stickers
- Dosing flexibility for various packaging sizes
- Safe to handle; safe for flowers
- No residue or disposal issues
- Stickers are easily shipped and stored without requiring any special conditions

Environmental kindness

- Less waste
- Alternative to environmentally harmful silver-based products
- Reduced carbon footprint (less need for air freight)
- No residue after treatment



Ready to try Vidre+ Floral? Testing is easy!

Contact ewelina.urbanska@freshinset.com for more information and to request stickers for a free trial.

Beyond freshness, Vidre+ makes innovation simple, affordable, flexible, and profitable so that you can protect your flowers and future-proof your business.

FreshInset

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