

Protect and Preserve your Phalaenopsis with post-harvest protection from Vidre+™ Floral

Stunning but Sensitive

Do your orchids appear discolored, distorted or have a shorter lifespan than expected? That's because they are highly sensitive to ethylene which can lead to premature flower drop and bud abortion. Even if the flowers manage to bloom, they may exhibit subpar quality. Ethylene's impact can also affect the overall growth and development of potted orchids, resulting in stunted growth, smaller leaves, and weaker stems, thereby inhibiting the plant's ability to thrive.

The Beauty of Vidre+ Floral Protection

Simply applying one Vidre+ Floral sticker per plant or carton box will shield flowers from the detrimental effects of ethylene.



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 Orchids with Vidre+ Floral

- Prolong petal longevity
- Enhance color retention
- Reduce wilting
- Preserve stem strength
- Increase blooming
- Reduce losses due to unsold or wilted flowers
- Retain beauty and appeal for a more extended period

Increase Profits while Reducing Waste

With Vidre+ Floral reducing waste isn't an expense. In fact, you can reduce shrink by 5% and enjoy a 400% return on your investment!

How is Vidre+ Different?

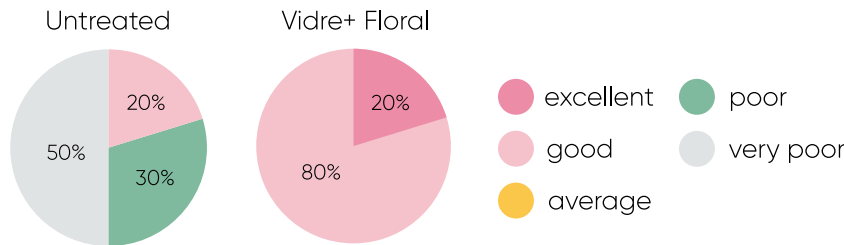
For nearly two decades, 1-MCP has been employed worldwide as a recognized, safe method to protect flowers post-harvest from the harmful impacts of ethylene. 1-MCP is a gas that has been applied in airtight trucking containers or via sachets inside of shipment boxes.



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 orchids immediately after packaging and throughout shipment, at retail and in consumers' homes. Once orchids are packaged, they can be shipped or stored without delay.

Overall quality of phalaenopsis: Untreated: 15 pots | Vidre+: 15 pots



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

Untreated



Untreated



Untreated



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.