

Stunning but Sensitive

Wish your cut roses 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 roses 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.

Untreated



Maintain the Vitality of your Roses with Vidre+ Floral

- 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

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.



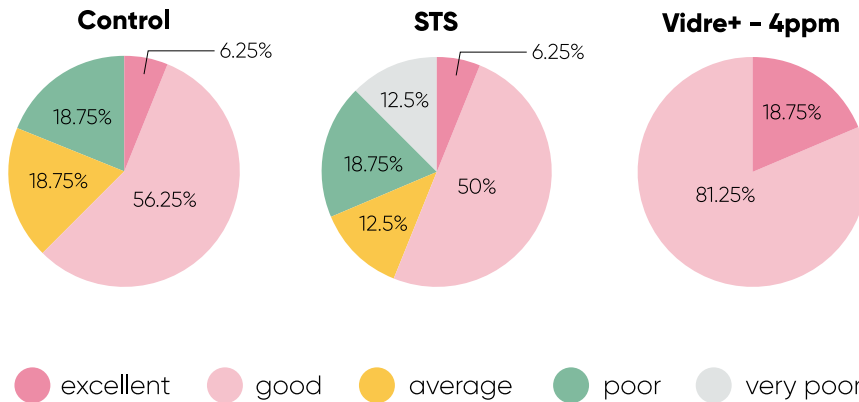
Vidre+ is the ONLY patented technology for surface-coating labels and stickers with humidity-activated 1-MCP that has a timed and gradual release rate.

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

Independent trial with Flowerwatch yields striking results

Comanche, Fuiosa, Inka and Topsun varieties were included in three groups (a control group, one treated with STS and one treated with Vidre+) to determine the best market options for the floral industry. After harvest, the control group was packaged, the Vidre+ group had stickers applied to packaging just below the flower line and the STS group included a silver sachet. Roses were shipped air freight and included in a vase/shelf-life simulation. The charts show combined averages for all varieties after 7 days.

Vase life on day 7



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.