

the flower life revolution ...from 5 to 10 days  
the water changing revolution ...from every day to once a month

## THE OPINIONS OF THE EXPERTS



### Mara Verbena

Inventor of the Fior d'Acqua System, florist's since 1983

*D: How did the Fior d'Acqua idea come about?*

R: Having to change the water every morning, clean the vases, cut the stems, lift weights and, above all waste so many flowers was a big

concern for me. That is how I got the idea, designed and created Fior d'Acqua.

*D: How important is all this for a florist's?*

R: It means no more bad smells, no need to clean the flower vases with bleach, no more clipping the flower stems in the morning, and therefore time saving, less work and less water, and above all it means recovering lots of flowers previously thrown away because they had aged too soon.

*D: What does Fior d'Acqua represent for its customers?*

R: Fior d'Acqua is a resource. It offers them reliable backing in their job and when new customers ask me whether it works, I always tell them to ask people who are already using the system. The florist's job is creative, and being able to use one's time to create flower arrangements is better than cleaning vases and changing water.

*D: Any other accolades besides those of florist's?*

R: Lots of teachers in the various Italian floral art schools know the system and recommend it to their pupils. The University of Salerno, Department of Food Chemistry, has studied Fior d'Acqua for a whole summer, has determined its good operation and confirmed that water at a constant temperature of 6°C and oxygenated is perfect for preserving flowers.

### Chicco Pastorino

"Scuola Pianeta Fiore" teacher

I have been able to appreciate the Fior d'Acqua display units both as a teacher and as a florist's.



In my opinion, the major features of the system are many, but what struck me most I think is the idea of preserving flowers in cold and controlled water, leaving the aerial part of the flower at room temperature. This way, natural physiology is respected and flower

hygiene is ensured. What is more, the flowers maintain an extraordinary degree of naturalness, which they would not have were they kept in a cold store. They thus present themselves to customers with all their perfume and aroma and with a good chance of continuing to mature naturally. The fact that the system prevents the water from giving off bad smells and helps maintain the natural fragrance of the flowers gives the display strong appeal, and the customer notices this and is struck by it! These effects are often underestimated, in the sense that traditional systems produce flowers that wilt quickly or which never open because they have been kept in a cold store too long! Commercially speaking, the advantages are tremendous – a flower that quickly matures is sure to satisfy the customer more than one that fails to open after days, much less frustrating!!

Another important thing, in my opinion, is the fact that it is an open display, without barriers; many customers will not accept the fact that the flowers are preserved in a refrigerator, also because they often have to bear the cost of the "cold store collapse" effect, meaning the flowers are kept embalmed for too long in the store and as soon as they come into contact with the environment, meaning favourable light and temperature, they quickly droop.

### Renato Trinco

"Scuola Federfiori" teacher

*D:-Renato, how did you get to know about the Fior d'Acqua display units?*

R:- It all began as something of a challenge launched by Mara, who convinced me to try them out and overcome my initial scepticism.

*D:- The result?*

R:- I became so convinced that I began recommending them to all my colleagues who, so to speak, have a modern and practical outlook on the florist's profession.

*D:- What do you mean?*

R:- What I mean is that the florist's profession, and I underline profession, today forces us to make working conditions easier. We have to try and make all those routine jobs easier that take up so much of the time needed for creative and management activities.

*D:- Explain better*

R:-The fact is that a florist's cannot afford to use precious time doing jobs that he/she could well avoid doing. Take cut flowers for instance – changing water, cutting the stems all the time, cleaning the vases, etc.. If you do not do these jobs you risk damaging the product. I could understand if it were inevitable, but since I have tried the Fior d'Acqua display unit, I have realised that wasting time this way can be avoided and it is silly not to do so!

At least one hour, one and a half hours a day that I can dedicate to other more important and less boring things. And besides, the flowers remain in almost ideal conditions, the water is always clean and there are no bad smells. The product is always in order, well displayed and longer lasting.

*D: - Yes, we are acquainted with the display units you are talking about and know that a lot of people appreciate the way they work. The only objection that is sometimes raised is that the display fails to highlight certain important flowers. What do you think?*

R:- Look, if I want to highlight and give importance to some flower in particular, I can do so by using a nice vase, but most of the flowers we use look absolutely great in my display unit! Thank you Renato for your precious suggestions.

### Carmelo Antonuccio

"Scuola nel Laboratorio Idee" teacher

We often use the Fior d'Acqua display unit during the courses our school stages in various Italian locations.

Whenever possible, we try and place a display unit in the classroom because we find that placing the flowers in just one point makes everything look more tidy and clean.

For me, tidiness and cleanliness are crucial aspects as regards student learning. The fact there is just one reference point makes work organisation easier and this is not something to be underestimated, especially for someone who has not yet acquired a working method.

I also wish to emphasise that the Fior d'Acqua display units are also extremely useful for anyone who already has a shop, considering that they are extremely practical, eliminate many problems and represent a focal point in the sales outlet; above all though, they reduce the amount of routine work the florist's has to do – cleaning vases, cutting stalks, etc., so time can be put to better use.

### Mara Turra

"Mastrofioristi" school teacher

In my opinion, this equipment should not be missing in any florist's shop. The flowers last longer and are therefore saleable longer. For example, I have found that the gypsophila practically lasts

forever and the liliun too lasts a long time, maintaining a nice colour and healthy leaves.

Aesthetically speaking, this is a fine solution. It can be decorated and has an appealing design.

What is more, the fact that the water is at controlled temperature makes it possible to maintain an ideal temperature in the shop for workers and plants alike. Just think how many shops do without heating to keep their flowers fresh!!

This display unit is also good value for money and repays for itself quicker than you think, considering that there are many less waste flowers and maintenance is virtually nil!

The opinions of florist's.



### Mario Gobbi

Assofioristi school teacher

I have known Mara Verbena (the inventor of this system) for a long time, as a colleague and a friend, and I have been able to follow the history of Fior d'Acqua since it first began.

Her experience as a florist's was what drove her to create the ingenious flower display and preservation system. From my point of view as a teacher, the strong points of the system are mainly the fact that the flowers drink bacteriologically clean and oxygenated water kept at a constant temperatures of 7°C, which is the best possible condition for flowers, without all the hard work of changing water every day and, thanks to the various available models, enabling the florist's to create a great and highly appealing arrangement. A professional florist's must be able to create artistic arrangements but without forgetting that the flowers must be of excellent quality and well kept.

### Fioreria Marco Alessandrini

Ancona (2001) "It is wonderful! I no longer throw flowers away because they last longer and this is already a plus factor. The customers like its looks, especially as regards the movement of the water. Big economic and time savings. The best purchase I could have made!"

### Fioreria Roberto Rosa

Torri di Quartesolo (1997) "Money wise, the best buy I have made since I have been working in flowers! Free time: finally I can rest up a few minutes! Operation and duration: try it for yourself!"

### Fioreria Schirinzi

Caronno Pertusella (2001) "To put it briefly - exceptional! Less costs, less wastes. In fact, since I bought it, I can be sure the flowers last much longer. Very appealing aesthetically, convenient. I am really pleased with it!"

### Fioreria Vassena

Valmadrera (2000) "To have Fior d'Acqua in your shop is, in the eyes of the customer, a sign of care for the products we sell: flowers. People who notice this device often ask us questions about it and I notice that they realise there is an extra reason for considering us to be professionals."

### Fioreria Ottavio Fiumana

Albissola (1996) "What can I say about Fior d'Acqua? It is not so much imagination we need as practical solutions and Fior d'Acqua has all the features a careful florist's, in the forefront and above all ambitious, could ever want. Thank you Fior d'Acqua and above all thanks Mara!"

You can find the Florists who use Fior d'Acqua on website: [www.fiordacqua.com](http://www.fiordacqua.com)



Fioreria d'Arte - S. Giovanni in Marignano



Fioreria Ferretti - Cattolica



Fioreria Petali e Pensieri - Riccione



Fior di Verbena - Cailungo - San Marino



Fioreria Re di Fiori - Rimini