

# FLORACRAFT®

## PRODUCT LOOK BOOK

FOR OVER 75 YEARS, FLORACRAFT® HAS BEEN A KEY SUPPLIER in the display, floral and craft industries, providing a lightweight, durable foam for every imaginable application as well as the tools and accessories to ensure consumer success.

Operating from its headquarters in Ludington, Michigan, FloraCraft has facilities in California and Mexico, with approximately 260 employees. From these locations, our product is shipped throughout the United States, as well as countries around the globe.



FōM® with PolyRenew® is versatile, lightweight and holds up to picking, painting, cutting and crafting! Cut it, shape it, paint it, and sculpt it into a unique design that is ideal for any floral or craft project. FloraCraft FōM is available in white and green, and a varying collection of shapes and sizes, making it the perfect foundation for any project, both indoor and outdoor.

Plus it's now made with recycled plastic!



Made with Recycled Plastic!

## Desert DryFōM



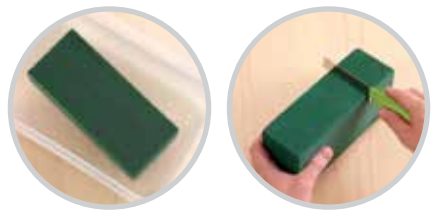
Desert DryFōM® is perfect for use with delicate dried, preserved or silk stems. It's lightweight and easy to work with for precise stem positioning that holds stems in place. Desert DryFōM is available in green and brown in standard bricks and a variety of shapes and sizes.



Use with Delicate Silk & Dried Flowers

## Artesia WetFōM

Artesia WetFōM® is easy to work with – it soaks up water quickly, has superior density grips to hold stems securely in place, and can be cut to any size to suit any floral design project. It delivers the superior value and offers longer flower life.



For Use with Fresh Flowers



SmoothFōM's dense, lightweight and smooth structure is great for painting or coating with a broad range of products to create virtually any color or texture. SmoothFōM is dense and durable, making it suitable for both indoor and outdoor use and giving it more project flexibility.



Easy to Paint



## Molded-Urethane FōM

Molded-Urethane Foam wreaths are reinforced with wire to accommodate projects requiring extra durability and strength. Cover them with mesh or burlap, add silk flowers and accents, hang and enjoy. Or, use them as a base for floral candle rings. Great for seasonal projects or year-round décor.



# Tools & Accessories

FloraCraft® offers a wide collection of tools and accessories for cutting, beveling, holding together and decorating. Each tool and accessory is made for professional or new users, and will add ease and sparkle to any display or project.



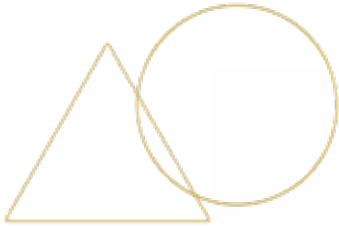
# Floral Tools & Accessories

To make stunning centerpieces, remarkable wreaths, lively embellishments and more, creators need the best tools and accessories. FloraCraft® offers a wide collection for cutting, beveling, holding together and decorating with ease. Each tool and accessory will help achieve the ultimate vision—an arrangement fit for any occasion.



# Floral Wire

Floral wire comes in a variety of lengths and sizes for creating unique bouquets and arrangements. Use netting to secure arrangements in containers, foldable easels to showcase wreaths and decorations, and paddle or spooled wire to wrap bouquets with a better grip. Floral wire is great for fresh, dry or silk flower arrangements.



Available in a range of shapes and sizes from 8" to 36"



# Containers

The floral container collection offers a stable, durable foundation for every type of floral arrangement. Available in green or white and a variety of sizes and shapes, these understated bases de-emphasize the container and subtly shift the focus to the creative designs displayed within.



**Aquatainer**  
NO DRIP, NO TIP FLORAL CONTAINER

Floral Design Bowls virtually disappear in low arrangements.



Each container has molded hooks included on the underside of the lip to attach wire or ribbon securely.

# Naturals

Natural Straw and Spanish Moss are perfect for indoor or outdoor home décor. Both are biodegradable, which is great for the environment and are on trend with natural, farmhouse-chic décor.



# Remembrance

The Remembrance line by FloraCraft offers professional-grade sympathy products for holding flower arrangements, displaying pictures, cemetery solutions and more. This sturdy collection is here to help your customers make the most beautiful tribute possible. When the need arises to honor a life, a one-stop shop for everything you need is right here - including easels, saddles, huggers and more.

