

The Water Daily

A leading resource for the latest trends and products in the floral and giftware industry.

Fall Edition 2026

*Quantities are limited.
Sale Ends: October 15th*



Be Pro-Active

Florists can turn the tide on rising costs

Tariffs and the situation in Iran are having a major impact on the retail floral trade. So now what will the market do - - from growers, through distribution, retail and finally, the consumer?

Insiders say, **"WE ADJUST"**. The market cannot be complacent, believing the old way of doing business will stay the same - - it won't.

The Only Thing That Doesn't Change Is Change Itself
- Heraclitus

It does seem, however, that since the pandemic back in 2020, change has become more frequent. We change the way we: buy, sell, deliver, pay, communicate, travel, how we cost our merchandise, deal with

Story Continues on Page 10

**LOOK FOR
BUY 1 GET 1 FREE
LEAF SPECIALS**



Items will be invoiced at 50%



29 FH 229 K
9" HARVEST PORKY ASST
Opening: 4.4"
case-12



**Delivery
Box
Included**



29 FH 295 K
10" HARVEST WEAVE VASE
Opening: 5.2"
case-6



**Delivery
Box
Included**



29 FH 617
5.5" HARVEST BANTAM VASE
Opening: 2.8"
case-24



29 FH 421 K
9.25" HARVEST CARISMA
Opening: 4.0"
case-12



**Delivery
Box
Included**

Harvest/Fall Glassware



29 FH 251
7.5" HARVEST STACEY VASE
Opening: 4.8"
case-12



29 FH 252
7.5" HARVEST WILLY VASE
Opening: 3.6"
case-12



29 FH 253
5" HARVEST JACKY VASE
Opening: 3.6"
case-24



29 FH 254
7.5" HARVEST HOOTY VASE
Opening: 3.2"
case-12



29 FH 255
6.75" HARVEST BEAKER VASE
Opening: 4.8"
case-12



29 HF 499
8" HARVEST JASMIN ASST
Opening: 3.5"
case-12



29 BK 505
5" BLACK ECONOCUBE
Opening: 4.1"
case-12



29 BK 206
10" BLACK DYNASTY VASE
Opening: 4.4"
case-12



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Look inside this *Fall Edition* of **The Water Daily** for great products and specials.

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Clear Glassware



29 MB 1504
4" WATER-CUBE WITH 24 FREE BURLAP COVERS
case-24



29 MB 1505
5" WATER-CUBE WITH 12 FREE BURLAP COVERS
case-12



29 MB 3102
4" CYLINDER WITH 24 FREE BURLAP COVERS
case-24



29 MB 3101
4.8" CYLINDER WITH 12 FREE BURLAP COVERS
case-12



19 387 K
10" HERO VASE ASST
Opening: 6.1"
case-6

Delivery
Box
Included



19 727 K
10.75" JENNY VASE
Opening: 4.0"
case-6

Delivery
Box
Included



19 395 K
9.5" DOMINION VASE
Opening: 4.1"
case-6

Delivery
Box
Included



19 908
8" GARDEN URN
Opening: 3.9"
case-12



19 925
9.25" VICTOR VASE
Opening: 3.8"
case-12



19 206
10" DYNASTY VASE
Opening: 4.4"
case-12



13 V 125
13" BIG MAMMA VASE
Opening: 8.5"
case-4

Pumpkins & Asphalt Ceramics



EXH 2135
6" WHITE PUMPKIN BOWL
case-12



NEW

EXH 7841
6" GLOSSY WHITE PUMPKIN BOWL
case-12



EXH 2173
6" ORANGE PUMPKIN ASSORTMENT BOWLS
case-12



EXH 7840
6" GLOSSY PUMPKIN BOWL
case-12



EAT 44
4" ASPHALT CUBE ASSORTMENT
case-12



EAT 55
5" ASPHALT CUBE ASSORTMENT
case-12



EAT 25
5.5" ASPHALT ORCHID ASSORTMENT
case-12



EAT 1510
6x4x4" ASPHALT RECTANGLE ASSORTMENT
case-12

Desert Pepper & Leaves Ceramics



EDP 975
9.5" DESERT PEPPER BOWL
case-4
Items will be invoiced at 50%



EDP 707
7" DESERT PEPPER VASE
case-4
Items will be invoiced at 50%



EAF 44
4" LEAVES CUBE ASSORTMENT
case-12



EDP 25
5.5" DESERT PEPPER ORCHID
case-12
Items will be invoiced at 50%



EDP 450
6.5" DESERT PEPPER ORCHID
case-12
Items will be invoiced at 50%



EAF 55
5" LEAVES CUBE ASSORTMENT
case-12



EDP 44
4" DESERT PEPPER CUBE
case-12
Items will be invoiced at 50%



EDP 55
5" DESERT PEPPER CUBE
case-12
Items will be invoiced at 50%



EAF 2010
8x4x4" LEAVES RECTANGLE ASSORTMENT
case-12



EDP 1510
6x4x4" DESERT PEPPER RECT
case-12
Items will be invoiced at 50%



EDP 2010
8x4x4" DESERT PEPPER RECT
case-12
Items will be invoiced at 50%



EDP 2510
10x4x4" DESERT PEPPER RECT
case-12
Items will be invoiced at 50%

Baskets & Planters

All with Hard Liners



HAM 678
6,7,8" ROCKFOREST ASST
6 set-3



HAK 44
4" FOREST CUBE
case-24



HAK 55
5" FOREST CUBE
case-24



HEW 406
6" WHITEWASH BUSHEL CUBE
bag-18

Items will be invoiced at 50%



HEW 405
5" WHITEWASH BUSHEL CUBE
bag-18

Items will be invoiced at 50%



HEW 404
4" WHITEWASH BUSHEL CUBE
bag-18

Items will be invoiced at 50%



HW 844 WH
8x4x4" WHITEWASH WOOD PLANTER
bag-6



HEN 406
6" NATURAL BUSHEL CUBE
bag-18



HEN 405
5" NATURAL BUSHEL CUBE
bag-18



HEN 404
4" NATURAL BUSHEL CUBE
bag-18



HW 844 NA
8x4x4" NATURAL WOOD PLANTER
bag-6



HER 612
12" HERITAGE WICKER BOWL
bag-12



HER 611
11" HERITAGE WICKER BOWL
bag-12



HER 610
10" HERITAGE WICKER BOWL
bag-12



HER 609
9" HERITAGE WICKER BOWL
bag-12

Faux Flowers & Leaves



FB 124 CR
CREAM GERBERA BUSH (15 head)
each
Items will be invoiced at 50%



FB 124 LM
LIME GERBERA BUSH (15 head)
each
Items will be invoiced at 50%



FB 783 YL
YELLOW CALLA/MUM BUSH
each
Items will be invoiced at 50%



FE 207 GR
GREEN HYDRANGEA
each
Items will be invoiced at 50%



FE 207 WH
WHITE HYDRANGEA
each
Items will be invoiced at 50%



FB 8524
OUTLAND MIXED
each



FB 206 PE
5 STEM PEACH PEONY TIE
each
Items will be invoiced at 50%



FB 206 PK
5 STEM PINK PEONY TIE
each
Items will be invoiced at 50%



FB 234 GR
GREEN ORCHID BUSH
each



FG 5431
21" VARIEGATED FICUS LEAF
box-120



FG 3724
21" RED FICUS LEAF
box-120



FG 1034
14" PLASTIC CYCAS FERN
box-288

Mesh & Ribbon Assortments + Mesh Rolls



MA 510 HV
10" HARVEST MESH ASSORTMENT
bag-12

MA 53 HV
21" HARVEST MESH ASSORTMENT
bag-12



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10" Poly Burlap & Mesh Rolls



MP 810 BOG
10" BEIGE/ORANGE/MOSS
10yds



M 948 LOG
10" LIME/ORANGE/GOLD
10 yds



M 948 GBC
10" GOLD/BROWN/COPPER
10 yds



M 911 BRY
10" BROWN/RUBY
10 yds



M 911 ALM
10" APPLE/LIME
10 yds

Items will be invoiced at 50%

Items will be invoiced at 50%

21" Poly Burlap & Mesh Rolls



M 54 CH
21" CHOCOLATE
10 yds



M 54 MS
21" MOSS
10 yds



M 105 ALM
21" LT GREN w. LIME FOIL
10 yds



M 107 BKG
21" BLACK/GOLD
10 yds



MP 821 BOG
21" BEIGE/ORANGE/MOSS
10yds

Items will be invoiced at 50%



RYF 5010
2.5" WIRED FALL ASSORTMENT
12-10yds



RYF 8135
2.5" WIRED SUNFLOWER ASSORTMENT
12-10yds

Floral Sleeves & Delivery Boxes



PS 535 OG
50x35x9 ORANGE PASSION SLEEVE
pkg-50



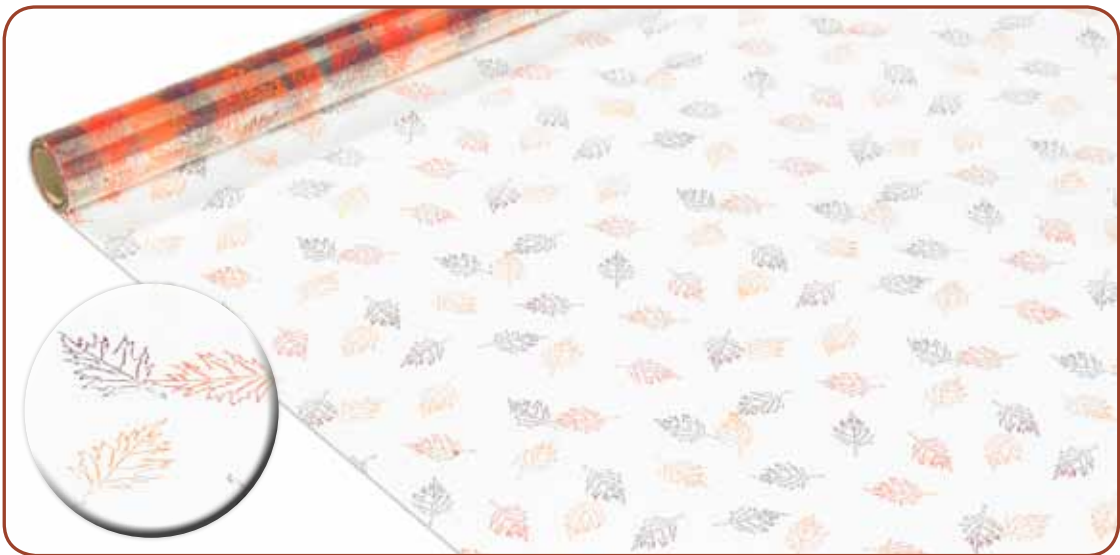
CLEAR
TRANSLUCENT
FRONT
COVER



PSN 4025	pkg-50	40x25x10cm	KRAFTLOOK SLEEVE
PSN 5025	pkg-50	50x25x10cm	KRAFTLOOK SLEEVE
PSN 5035	pkg-50	50x35x10cm	KRAFTLOOK SLEEVE
PSN 5040	pkg-50	50x40x12cm	KRAFTLOOK SLEEVE
PSN 7558	pkg-50	75x58x18cm	KRAFTLOOK SLEEVE



PS 5047
50x47x18 BLACK BAND SLEEVE
pkg-50



PWP 30 HV
30" AUTUMN CELLO ROLL
100 ft

Items will be invoiced at 50%



5W KP 6610
6x6x10" KRAFT POSY BOX
case-100



5W KP 668
6x6x8" KRAFT POSY BOX
case-100



5W KP 666
6x6x6" KRAFT POSY BOX
case-100



5W KP 665
6x6x5" KRAFT POSY BOX
case-100



5W KP 1163
11x6x3" KRAFT POSY TRAY
case-100



5Z A 998
9x9x8" RAINBOW OPENTOP BOX
bdl-100



SNUGGIE
BOXES

5Z N 9910 bdl-50 9x9x10" RAINBOW SNUGGIE

Fall Sprays & Picks

BE PRO-ACTIVE

Florist can turn the tide on rising costs

Story Continues from Front Cover
supply chains and the day-to-day pressure of increased costs.

What can you do to relieve these challenges? Insiders say the best thing is to **PREPARE**. The market cannot be reactive; it must be proactive. Growers and wholesalers know this all too well; they place orders months before arrival to try and guarantee timely and cost-effective delivery so that supply is available for their customers. It becomes even more challenging with the neighbours to the south putting so much pressure on Canada economically.

During the COVID years, floral did exceptionally well as an industry, but over the last 3 years, there seems to be a lingering after effect.



9H 450
15" PUMPKIN PICK
bag-12

Items will be invoiced at 50%



9H 461
12" PUMPKIN SPRAY
bag-12

Items will be invoiced at 50%

Bouquet
Sprays/
Picks



9H 937
12" HARVEST PICK
bag-12

Items will be invoiced at 50%



9H 939
12" FALL BERRY SPRAY
bag-12

Items will be invoiced at 50%

Bouquet
Sprays/
Picks



9H 936
22" FLOCKED BERRY SPRAY
bag-12

Items will be invoiced at 50%

LONG
STEM



9H 938
22" FLOCKED BERRY SPRAY
bag-12

Items will be invoiced at 50%

LONG
STEM



9H 940
25" FALL/PUMPKIN SPRAY
bag-12

Items will be invoiced at 50%



BE
PRO-ACTIVE

Florist can turn the tide on rising costs

Story Continues from Page 10

With the addition of ever-changing global issues, it seems like it will never stop. Being proactive, ordering early and paying attention to prices and transportation costs is vital.

Yes, it’s true, product selections will be limited but this must be understood. All levels of the floral supply chain aren’t taking any chances in this current market. Suppliers are looking to their “crystal balls” to see what the future holds. Most inventory levels are at their lowest points since mid-pandemic and suppliers are not rolling the dice and taking chances as they once did. Increasing prebook/standing orders seems to be the new normal.

The term “Uncertainty” is not only overused but should come with a new definition - - Money that stays in Pocket. This hurts the economy. Being proactive can help soften that. Don’t sit on your hands and wait for business to come - - go get it!! And **PREPARE**.

Source: Industry Insiders

Funeral Plastics



6W B 482
5" BLACK EUROFLARE
case-48



6W B 484
9x4" BLACK EUROFLARE
case-36



6W B 486
13x13" BLACK EUROFLARE
case-24



6T W 775
7.5" WHITE VERSA
case-24



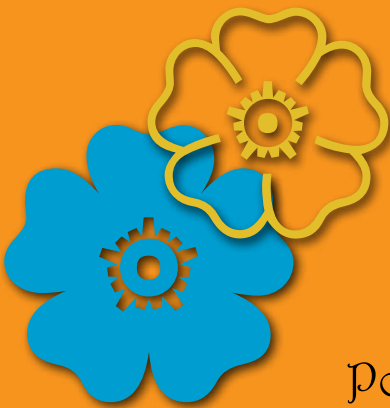
6T G 775
7.5" GREEN VERSA
case-24



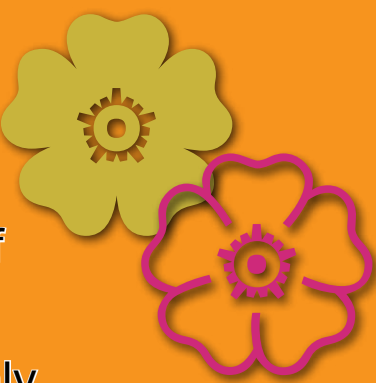
6T B 451
7.5" BLACK CAMPANA POT
case-24



6T W 451
7.5" WHITE CAMPANA POT
case-24



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WITH METAL BACKING

WITH HARD LINERS



2

GD 1812
4,5,6" WOODEN LEAF/ROPE ASST
case-16



1/4

AC 41 BKX
BLACK MEGA BEADS 3/4" beads13ft
13 ft



1/4

AW 70 BRX
BROWN FLAT WIRE
33 ft



1

29 LM 403
3" LIME ECONO-CUBE
case-36



2

EDP 465
4.5-6.5" DESERT PEPPER POT ASSORTMENT
case-12



2

EZW 5385
24" MIRROR TITAN EVENT SIDE VASE
each

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