

# The Water Daily

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

## 4 Key Factors Influencing the Trends in Retailing?

Spring  
Edition 2023



Many factors influence retail trends; these factors are linked to current changes in the population, including the increase in reliance on social media and concern for the environment. Retailers are wise to adapt to the way consumers prefer to shop, while using social media in creative ways to market products to target audiences. With the increase in online shopping, retailers are responding by creating user-

friendly websites and providing discounts on shipping.

### Environmental Awareness

The rise in environmental awareness has caused some retailers to respond in ways that make consumers feel better about their purchases. Many retailers are increasingly offering products made with recycled

materials. Additionally, retail giants, such as Patagonia and Nike, take back used items and recycle them for use in other products. Computer companies -- such as Dell -- offer recycling programs as well.

### Increase in Senior Population

The senior population is growing; this factor is influencing retail trends, particularly in the

*Story Continued on Page 5*



ETP 567  
5,6,7" TROPICAL BASE POTS  
case-12



ESP 665  
6-6.5" SPRING GROOVE WASH POTS  
case-8



# Pastel Groove Ceramic Assortments



EGP 1510  
6x4x4" PASTEL GROOVE RECT ASST  
case-12



EGP 44  
4" PASTEL GROOVE CUBE ASST  
case-12



EGP 2010  
8x4x4" PASTEL GROOVE RECT ASST  
case-12



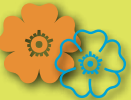
EGP 55  
5" PASTEL GROOVE CUBE ASST  
case-12



EGP 450  
6.5" PASTEL GROOVE ORCHID ASST  
case-12



Posiz Points



For every \$100.00 spent on pages 1-15 in this edition of **The Water Daily** earn **1** Posiz Point. Posiz Points earned may be redeemed on page 16 only.

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

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# Wooden Drawer Sets



## Math Breakdown

Style	# pcs	Sizes in Inches"	Opening	Each \$
Triple Box	1	18.25 x 6.25 x 5.5"	5.5"	11.97
Double Box	1	12.25 x 6.25 x 5.5"	5.5"	7.98
Single Box	3	6.25 x 6.25 x 5.5"	5.5"	3.99
Drawers	8	5.5 x 5.5 x 4.0"	4.75"	3.99
Total	13			63.84



## 3 COLOUR PACKS TO CHOOSE FROM

All with Hard Liners



GD 213 MS  
MOSS DRAWER SET  
case-13

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GD 213 BE  
BEIGE DRAWER SET  
case-13



GD 213 WW  
WHITE WASH DRAWER SET  
case-13

All with Hard Liners



Wooden Rope Cubes

All with Hard Liners



GD 44 NA  
4" NATURAL ROPE CUBE  
case-16

NEW



GD 44 WW  
4" WHITEWASH ROPE CUBE  
case-16

NEW



GD 55 WW  
5" WHITEWASH ROPE CUBE  
case-12



GD 456 NA case-16 4,5,6" NATURAL ROPE ASST

NEW

NEW



GD 456 WW case-16 4,5,6" WHITEWASH ROPE ASST



All with Hard Liners

Natural/White Pot Covers



HW 844 NA  
8x4x4" NATURAL WOOD  
bag-6



HW 1055 NA  
10x5x5" NATURAL WOOD  
bag-6



HW 1266 NA  
12x6x6" NATURAL WOOD  
bag-6



HW 844 WH  
8x4x4" WHITEWASH WOOD  
bag-6



HW 1055 WH  
10x5x5" WHITEWASH WOOD  
bag-6



HW 1266 WH  
12x6x6" WHITEWASH WOOD  
bag-6

# 4 Key Factors Influencing the Trends in Retailing?

small business sector. Retailers are marketing to seniors in a variety of ways, which is wise because nearly 22 percent of the North American population will be aged 60 and over by 2030. Seniors, in particular, appreciate great customer service and websites that are user-friendly. Seniors also tend to appreciate high-quality goods, and retailers are responding by keeping these items stocked.

### Social Media

The all-reaching influence of social media is affecting retail trends, as social media sites provide a convenient way for retailers to reach target audiences. Retailers are increasingly turning to social media sites -- such as Twitter or Facebook -- to advertise sales, free shipping and new product lines. Although newspaper flyers and other traditional means of advertising still reach consumers, advertising on social media sites is comparatively easy and inexpensive.

### Online Shopping

Online shopping hasn't yet made shopping malls and storefronts obsolete, but it has had an impact on how retailers sell products. Of course, many retailers -- from small to large -- operate websites on which consumers can purchase products. However, online retailers are increasingly adding customer support to their websites in the form of online chat. Additionally, online retailers frequently offer customers ways to track past purchases and shipping, while making recommendations based on past purchases.

Source: [smallbusiness.chron.com](http://smallbusiness.chron.com)

Story Continued from Front Cover Page



HW 65 NA  
6.5" NATURAL POTCOVER  
bag-6



HW 65 WW  
6.5" WHITEWASH POTCOVER  
bag-6



HW 80 WW  
8" WHITEWASH POTCOVER  
bag-6



# Heavy Willow Basket Assortments



HA 532  
9-14" HEAVY WILLOW ASST  
6 set-3



HA 566  
9-14" HEAVY WILLOW ASST  
6 set-3

All  
with  
Hard  
Liners



HA 548  
9-14" HEAVY WILLOW ASST  
6 set-3



HA 572  
9-14" HEAVY WILLOW ASST  
6 set-3

All  
with  
Hard  
Liners



HA 565  
9-14" HEAVY WILLOW ASST  
6 set-3



HA 580  
9-14" HEAVY WILLOW ASST  
6 set-3



# Heavy Willow Basket Assortments



HA 581  
9-14" HEAVY WILLOW ASST  
6 set-3

with  
Hard  
Liners



HA 582  
9-14" HEAVY WILLOW ASST  
6 set-3



with  
Hard  
Liners

HA 584  
9-14" HEAVY WILLOW ASST  
6 set-3

Easy Reference Formula For Pricing Baskets Purchased In Sets							
	Smallest					Largest	
Set of:	1	2	3	4	5	6	7
2	43%	57%					
3	25%	33%	42%				
4	17%	22%	28%	33%			
5	10%	15%	20%	25%	30%		
6	9%	11%	15%	18%	22%	25%	
7	7%	10%	12%	14%	17%	19%	21%
1. Determine cost for complete set of baskets. 2. Apply percentage of total cost depending on number of baskets in the set.							

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with  
Hard  
Liners

HA 586  
9-14" HEAVY WILLOW ASST  
6 set-3



Basket/Planter Assortments

All with Hard Liners



HAG 610  
6-10" ROCKFOREST ASST  
6 set-5



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

HAM 812  
8-12" ROCKFOREST ASST  
6 set-5



HAR 212  
6-12" BUSHMAN ASST  
case-12



HEW 614  
6-14" WHITEWASH BUSHEL BOWL  
3 set-7



HAW 126  
6-12" WHITEWASH BUSHMAN ASST  
case-12



HEH 614  
6-14" HONEY BUSHEL BOWL  
3 sets-7



All with Hard Liners

# Spring Baskets & Planters



HAT 667  
6-7" SUNRISE BASKET ASST  
8 set-3



HAT 678  
6,7,8" SUNRISE BASKET ASST  
8 set-3

HAT 8910  
8,9,10" SUNRISE BASKET ASST  
8 set-3



HJ 545  
4.5" SUNRISE POTCOVER  
case-24



HJ 565  
6.5" SUNRISE POTCOVER  
case-24

11 SETS OF 3  
PLUS 1 - SIX INCH EXTRA

NEW



HEW 456  
4,5,6" WHITEWASH BUSHEL CUBES  
case-34

NEW



HEN 456  
4,5,6" NATURAL BUSHEL CUBES  
case-34



HJ 2245  
10" WHITE BUSHEL PEANUT 2x4"  
case-12



HJ 3245  
10" DOUBLE 4.5" MOCCA JARD  
case-12



HJ 2265  
13" WHITE BUSHEL PEANUT 2x6"  
case-12



HJ 3265  
13" DOUBLE 6.5" MOCCA JARD  
case-12





# Spring Glassware Assortments

**Save 45%**

**Delivery Box Included**

29 VP 387 K  
10" SEASIDE HERO  
Opening: 6.2"  
case-6

**Delivery Box Included**

29 VP 395 K  
10" SEASIDE DOMINION  
Opening: 4.1"  
case-6

**Delivery Box Included**

29 VP 309 K  
8.75" SEASIDE DOMINION  
Opening: 4.1"  
case-12

**Save 45%**

**Delivery Box Included**

29 PA 501 K  
10" PHOENIX LOCOMOTION  
Opening: 4.5"  
case-12

**Posiz Points**

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**Save 45%**

**Delivery Box Included**

29 SP 501 K  
10" SPRING LOCOMOTION VASE  
Opening: 4.5"  
case-12

**Save 45%**

**Delivery Box Included**

29 SP 387 K  
10" SPLASH HERO VASE  
Opening: 6.1"  
case-6

**NEW**

29 SP 925  
9.25" SPLASH VICTOR VASE  
Opening: 3.8"  
case-12

29 SP 406  
6x6" SPLASH CUBE ASST  
Opening: 5.5"  
case-12

29 SP 505  
5" SPLASH WATER-CUBE  
Opening: 4.1"  
case-12

29 SP 504  
4" SPLASH WATER-CUBE  
Opening: 3.4"  
case-24



# Blue & Tropical Glassware Assortments



NEW

29 PB 436  
4x3x6" MOODIE BLUZ ECONO RECT  
Opening: 3.4"  
case-18

Introducing  
**MOODIE BLUZ**  
ASSORTMENTS  
Cobalt Blue  
Sky Blue &  
Denim Blue



NEW

29 PB 499  
8" MOODIE BLUZ JASMIN VASE  
Opening: 3.5"  
case-12



NEW

29 PB 504  
4" MOODIE BLUZ WATERCUBE  
Opening: 3.4"  
case-24



NEW

29 PB 505  
5" MOODIE BLUZ WATERCUBE  
Opening: 4.1"  
case-12



NEW

29 PB 446  
4x4x6" PEARL BLUE ECONOVASE  
Opening: 3.4"  
case-18



NEW

29 PT 436  
4x3x6" PEARL TROPICAL ECONO RECT  
Opening: 3.4"  
case-18

Introducing  
**PEARL TROPICAL**  
ASSORTMENTS  
Pearl Purple  
Pearl Pink, Pearl Green  
& Pearl Orange



NEW

29 PT 499  
8" PEARL TROPICAL JASMIN  
Opening: 3.5"  
case-12



NEW

29 PT 504  
4" PEARL TROPICAL CUBE  
Opening: 3.4"  
case-24



NEW

29 PT 505  
5" PEARL TROPICAL CUBE  
Opening: 4.1"  
case-12



NEW

29 PT 446  
4x4x6" PEARL LOVE ECONOVASE  
Opening: 3.4"  
case-18



# Memorial Bushes / Faux Flowers



FB 234 GR  
GREEN ORCHID BUSH  
each

NEW



FB 234 PK  
PINK ORCHID BUSH  
each

NEW



FB 234 PU  
LAVENDER ORCHID BUSH  
each



FB 254 BW  
BLUE & WHITE ROSE AND CARN BUSH  
each

NEW



FB 254 PP  
PINK & PURPLE ROSE AND CARN BUSH  
each

NEW



FB 254 RW  
RED & WHITE ROSE AND CARN BUSH  
each



FB 284 LA  
LAVENDER ROSE AND LILY BUSH  
each

NEW



FB 284 PK  
PINK PASSION ROSE AND LILY BUSH  
each

NEW



FB 284 RW  
RED & WHITE ROSE AND LILY BUSH  
each



FG 1034  
14" PLASTIC CYCAS FERN  
box-288



FG 5430  
21" GREEN FICUS LEAF  
box-120



FG 5431  
21" VARIEGATED FICUS LEAF  
box-120



# Memorial Bushes / Faux Flowers



FB 264 CR  
CREAM ROSE BUSH  
each



FB 264 PP  
PINK PASSION ROSE BUSH  
each



FB 264 RB  
BLUE ROSE BUSH  
each



FB 264 RD  
RED ROSE BUSH  
each



FB 264 WH  
WHITE ROSE BUSH  
each



FB 264 YL  
YELLOW ROSE BUSH  
each



FB 264 BW  
BLUE & WHITE ROSE BUSH  
each



FB 264 LP  
LILAC PASSION ROSE BUSH  
each



FB 264 PRW  
PINK & RED ROSE BUSH  
each



FB 8524  
OUTLAND MIXED (24 head -16 stem)  
each



FB 264 RW  
RED & WHITE ROSE BUSH  
each



FB 264 YG  
AUTUMN ROSE BUSH  
each



# Event Glassware & Mirrors



KV 1030  
3x3" PEWTER SCRIPT  
case-12



KV 1031  
3x3" PEWTER SCRIPT  
case-12



KV 1032  
3x3" PEWTER SCRIPT  
case-12



KV 1033  
3x3" PEWTER SCRIPT  
case-12



KV 1034  
3x3" PEWTER SCRIPT  
case-12



KV 1035  
3x3" PEWTER SCRIPT  
case-12



KV 1036  
3x3" PEWTER SCRIPT  
case-12



KV 1037  
3x3" PEWTER SCRIPT  
case-12



KV 1038  
3x3" PEWTER SCRIPT  
case-12



KV 1039  
3x3" PEWTER SCRIPT  
case-12



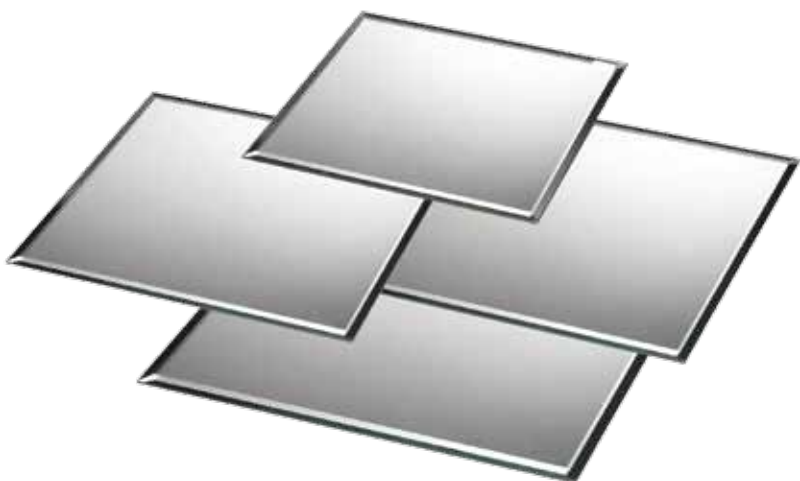
KV 1040  
3x3" PEWTER SCRIPT  
case-12



KV 1041  
3x3" PEWTER SCRIPT  
case-12



KR 410 X	box-8	10" ROUND MIRROR
KR 412 X	box-4	12" ROUND MIRROR
KR 416 X	box-3	16" ROUND MIRROR
KR 418 X	box-2	18" ROUND MIRROR



KR 508 X	box-12	8" SQUARE MIRROR
KR 510 X	box-8	10" SQUARE MIRROR
KR 512 X	box-4	12" SQUARE MIRROR
KR 514 X	box-3	14" SQUARE MIRROR
KR 516 X	box-3	16" SQUARE MIRROR



18 C 540 X  
16" PEDESTAL VASE  
Opening: 4.0"  
case-8



# Father's Day



- Product Features:**
- Large Reusable grill mats 40x30cm
  - Temperature Range 70°C - 260°C
  - Made 100% high quality PTFE non-stick coating
  - Can be cut to fit upper BBQ racks



TX 1155  
16x12" BBQ COOKING MATS ASST  
pkg-15



GD 766  
6.5" WOODEN MUSKOKA  
CHAIR COASTERS  
set-4



7A 1028  
4.5" MELAMINE FATHERS DAY ASST  
pkg-12



9P 654  
5x4" CHALKBOARD PICK  
bag-12



9P 654 WH  
5x4" WHITE CHALKBOARD PICK  
bag-12



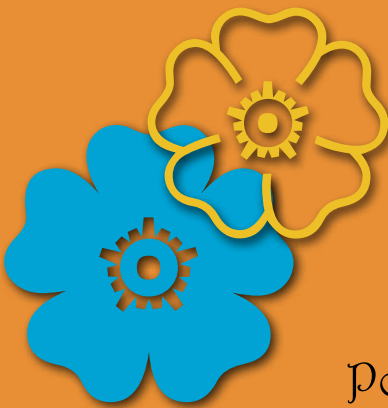
9P 665  
6x5" CHALKBOARD PICK  
bag-12

ALL ON  
12-15"  
PICKS

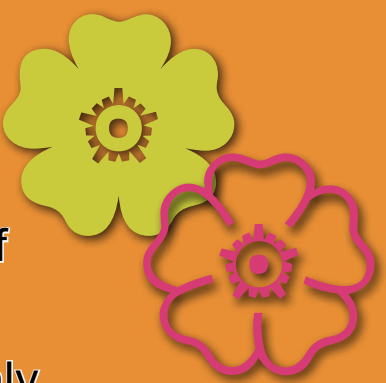


9P 665 WH  
6x5" WHITE CHALKBOARD PICK  
bag-12





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*(Quantities limited.)*



**Comes  
with 9  
Adjustable  
Rings**

**3**

7R 600  
24x17x39" BOUQUET STAND  
case-2



**2**

EZW 5378  
40" MIRROR TITAN  
each



**2**

EZW 5381  
28" MIRROR TITAN  
each



**2**

EZW 5400  
36" MIRROR TITAN  
each



**1**

EZA 900  
10" CHAIR (4.5" pot)  
case-6



**1/2**

SF 558  
3.2" SLEEPING ANGEL  
box-24



**1/2**

SF 9511  
4.5" SLEEPING CHERUB  
box-12



**1/2**

SF 8521  
8.5" SLEEPING ANGELS  
box-12



**1**

7W 7115-6  
17x8x5.5" WHITE WINDOW  
pack-6



**1**

7W 7116-6  
23x8.5x6" WHITE WINDOW  
pack-6



**1**

7W 7117-6  
28x8.5x6" WHITE WINDOW  
pack-6



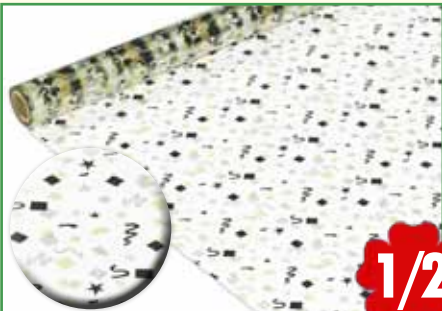
**1/2**

KV 94 X  
2" SQUARE VOTIVE  
bx-12



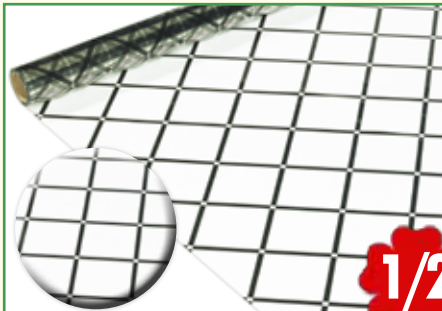
**1**

KV 456 X  
6" VASE VOTIVE  
case-16



**1/2**

PWP 30 CF  
30" CONFETTI CELLO  
100 ft



**1/2**

PWP 30 LT  
30" BLACK LATTICE CELLO  
100 ft

## WaterDale Inc.

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