

The Water Daily



Proudly Canadian Since 1977 - A leading resource for the latest trends & products in the floral & giftware industry.



A Guide to Flower Packaging

Spring/
Summer
Edition 2025

Time for a Refresh?



The flower packaging industry is experiencing significant market growth due to the increased global demand for flowers: People are buying more flowers, either as gifts or for decorative purposes.

Flowers not only improve a space's aesthetic appeal but have also been shown to improve people's overall health and well-being. For example, a study found that 100% of the participants stated being happier with flowers

in their workspaces, while 83% reported that flowers had a calming effect. In addition, 75% said that flowers reduced their stress levels, while 50% were more productive, and 53% were more at ease working with flowers nearby.

Another report found that the U.S. floral gifting market will be worth \$17.5 billion by 2025, growing at a compound annual growth rate (CAGR) of 5%.

This high demand for flowers across various domains creates opportunities for businesses looking to offer unique and customizable flower arrangements and packaging.

Here we'll provide tips for selecting the best flower packaging for your customers, including the various types and practical factors to consider.

Story Continues on Page 5



LOOK FOR BUY 1 GET 1 SPECIALS



Items will be invoiced at 50%



PVC 505 397 ft 30" POSIE CELLOCUP
40 - 45 micron (1.6 mil)



5K 224 FA 833 ft 24" POSIE KRAFT
5K 230 FA 833 ft 30" POSIE KRAFT



Clear Posie Sleeve

PSP 4020	pkg-50	40x20x8cm	POSIE
PSP 4025	pkg-50	40x25x10cm	POSIE
PSP 4030	pkg-50	40x30x12cm	POSIE
PSP 5030	pkg-50	50x30x10cm	POSIE
PSP 5035	pkg-50	50x35x10cm	POSIE
PSP 5040	pkg-50	50x40x12cm	POSIE




5V 424 FA
4x18x24" POSIE
SLEEVE ASST
case-100


5V 630 FA
6x22x30" POSIE
SLEEVE ASST
case-100

Bird & Butterfly Picks


All on 12" Wire Picks




9B 230
3" MUSHROOM BIRD ASST
box-36




9B 231
3.1" MUSHROOM BIRD ASST
box-36




9B 236
3.6" GLAMOUR BIRD ASST
box-36




9B 237
3.7" FALL MUSHROOM BIRD ASST
box-36




9B 242
4.2" FALL MUSHROOM BIRD ASST
box-36




9B 268
6.8" MUSHROOM BIRD ASST
box-36




9B 241
4.1" BUTTERFLY ASST
box-36




9B 243
4.3" BUTTERFLY ASST
box-36



9B 247
4.7" BUTTERFLY ASST
box-36



9B 240
4" BUTTERFLY ASST
box-36



9B 246
4.6" BUTTERFLY ASST
box-36

Posie Points

For every \$100.00 spent on pages 1-11 in this edition of **The Water Daily** earn 1 Posie Point. Posie Points earned may be redeemed on page 12 only.

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

Sleeves, Cello & Kraft Cover

Bird & Butterfly Picks..... 2

Buy 1 - Get 1 - Promotion 3

Wooden Drawer Sets..... 4

Wooden Cubes & Planters 5

Basket Assortments..... 6

Basket Assortments..... 7

Tropical/Splash Glassware 8

Gold & Silver Glassware..... 9

Faux/Artificial Flowers..... 10

Faux/Artificial Flowers..... 11

FREE STUFF..... 12

BUY 1 - GET 1 - FREE - PROMOTION



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

BUY 1
GET 1
FREE

Items will be invoiced at 50%



EWH 4567
5,6,7" CERMAIC WHITE
POTS ASSORTMENT
case-12

BUY 1
GET 1
FREE

Items will be invoiced at 50%



EWP 456
4,5,6" WHITE PEPPER
CUBE ASSORTMENT
case-12

BUY 1
GET 1
FREE

Items will be invoiced at 50%



ECW 4565
4.5-6.5" CERAMIC WHITE POT
COVER ASSORTMENT
case-12

BUY 1
GET 1
FREE

Items will be invoiced at 50%



EWP 4653
4.5-6.5" WHITE PEPPER
POT ASSORTMENT
case-12

BUY 1
GET 1
FREE

Items will be invoiced at 50%



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

BUY 1
GET 1
FREE

Items will be invoiced at 50%

Wooden Drawer Sets

All with Hard Liners



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

All with Hard Liners



GD 213 MS
MOSS DRAWER SET
case-13



GD 213 WW
WHITE WASH DRAWER SET
case-13

All with Hard Liners

GD 213 BE
BEIGE DRAWER SET
case-13

All with Hard Liners

Wooden Cubes & Planters

A Guide to Flower Packaging
Time for a Refresh?

Story Continued from Cover Page

The flower packaging industry is anticipated to grow due to the increased demand for cut flowers during festivals and special events such as weddings and birthdays. This is evidenced in a report by the U.S. Department of Agriculture, which found that 22% of Americans bought flowers during Valentine’s Day, resulting in \$2.3 billion in sales in a single day.

As such, the global cut flower packaging market was estimated to be worth \$3.83 billion in 2023 and is projected to reach \$5.96 billion by 2032, growing at a CAGR of 5.03%.

- This market growth is driven by multiple factors, including:
- Rapid technological advancements in flower packaging which increase shelf life
 - Increased per capita income
 - Higher demand for packaging that protects flowers from damage, theft, and loss during transportation or storage
 - Increased access to flower shops and florists through online sales channels
 - Increased access to environmentally friendly flower packaging
 - Higher demand for luxury flower packaging

Here are six tips to help you choose the suitable flower packaging:

- UNDERSTAND YOUR CUSTOMER NEEDS
- Understanding customer needs helps design and select floral packaging styles that are sure to resonate with them. Some factors to consider are the occasions they’re likely to be used for, as well as user expectations and preferences. For example, some may prioritize eco-friendly options, while others may prefer luxurious or traditional packaging styles.
 - Understanding your customers leads to improved experience and satisfaction since the packaging is tailored to their needs.

Story Continues on Page 7



HW 844 NA
8x4x4" NATURAL WOOD
bag-6



HW 844 WH
8x4x4" WHITEWASH WOOD
bag-6

Wooden Cube Assortments



GD 44 NA
4" NATURAL ROPE CUBE
case-16



GD 44 WW
4" WHITEWASH ROPE CUBE
case-16



GD 55 WW
5" WHITEWASH ROPE CUBE
case-12



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

Items will be invoiced at 50%



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

Items will be invoiced at 50%



Heavy Willow Basket Assortments



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



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

All
with
Hard
Liners



HAG 678
6,7,8" FOREST PLANTERS
6 set-3



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

All
with
Hard
Liners



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



HAR 212
6-12" BUSHMAN ASST
case-12

All with Hard Liners

Basket / Planter Assortments

A Guide to Flower Packaging

Time for a Refresh?

Story Continued from Page 5

CHOOSE THE RIGHT MATERIAL

- Choosing the proper packaging materials is essential in flower packaging. The material impacts the floral arrangement's aesthetic appeal and provides adequate protection.
- Different flowers may require different packaging materials. For example, unlike dry and artificial flowers, fresh flowers require materials that help maintain their freshness, such as porous paper.
- Some factors to consider when selecting the packaging material include durability, sustainability, breathability, moisture retention, and aesthetic appeal.

PROPER WRAPPING

- Wrapping techniques are crucial to protect the flowers and maintain their visual appeal. For example, diagonal wrapping results in a polished arrangement, while adding a ribbon helps secure the bouquet.
- The floral wrapping should be secure yet gentle enough to avoid damaging delicate blooms or foliage. Pay attention to details such as folds, creases, and sealing to maintain the integrity and beauty of the arrangement.

MANAGE MOISTURE

- Managing moisture helps preserve the freshness and longevity of flowers. The packaging materials and designs chosen should provide adequate ventilation and moisture control to prevent wilting or decay.
- However, too much moisture can be harmful as it can lead to mold or rotting. Make sure that flower packaging is not overly damp.

BRANDING AND PERSONALIZATION

- Branding and personalization can set your flower packaging apart and create a memorable impression on your customers.
- Consider incorporating your logo, colors, or unique design elements into the packaging to reinforce your brand identity and differentiate your offerings from competitors. Personal touches such as handwritten notes or custom labels can also add a thoughtful touch that resonates with customers.

KEEP UP WITH TRENDS AND INNOVATIONS

- Knowledge of the current industry trends and innovations helps stay ahead of the competition and meet constantly changing customer needs.

It is essential to stay informed and adaptable to new materials, designs, and techniques. Examples of these trends to watch out for include eco-friendly packaging, vintage themes, and minimalistic designs. For innovative solutions, consider developments such as reusable bags, dual-purpose containers, or uniquely shaped boxes. The flower packaging market is experiencing significant growth due to increased demand for flowers worldwide. In addition, an increase in disposable incomes, especially in developing nations, is significantly driving the demand for flower packaging. These conditions create opportunities for businesses in the flower packaging sector that can be leveraged to improve business competitiveness and performance. However, maximizing the potential of this market growth requires a comprehensive understanding of your target customer. This includes the types of floral packaging they prefer, wrapping techniques they consider appealing, and significant trends and innovations. In addition, adding personalization and branding elements to the flower packaging helps differentiate your brand from competitors.

Industry Insiders and Purity for Alibaba.com



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

Items will be invoiced at 50%



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

Items will be invoiced at 50%

Pearl Tropical & Splash Glassware



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

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



29 PT 521
8.5" PEARL TROPICAL TEARDROP VASE
Opening: 2.5"
case-12

Items will be invoiced at 50%



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



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



29 PT 406
6" PEARL TROPICAL ECONOCUBE
Opening: 5.5"
case-12



29 SP 886
7.5" SPLASH HIPPO VASE
Opening: 5.6"
case-12



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



29 SP 498
7.75" SPLASH SKIRT VASE
Opening: 3.8"
case-12



29 SP 510
8" OPTIC SPLASH ASST
Opening: 4.4"
case-12

Gold & Silver Glassware



29 GD 406
6" GOLD ECONO CUBE
Opening: 5.5"
case-12



29 GD 505
5" GOLD WATER-CUBE
Opening: 4.1"
case-12



29 GD 331
6" GOLD POSIE
Opening: 3.4"
case-12



29 GD 330
5" GOLD POSIE
Opening: 3.0"
case-12



Items will be invoiced at 50%



29 GD 227
9" GOLD TRIP VASE ASST
Opening: 2.0"
case-18



29 GD 807
6.5" GOLD STEPHY VASE
Opening: 3.0"
case-24



29 GD 510
8 " GOLD ECONO-VASE
Opening: 4.4"
case-12



Items will be invoiced at 50%



29 GD 229 K
9" GOLD PORKY ASST
Opening: 4.2"
case-12



Delivery
Box
Included



29 GD 448 K
8" GOLD ECONO JUG
Opening: 5.4"
case-12



Delivery
Box
Included



29 GD 498
7.75" GOLD SKIRT VASE
Opening: 3.8"
case-12



29 SL 229 K
9" SILVER PORKY ASST
Opening: 4.2"
case-12



Delivery
Box
Included



29 SL 448 K
8" SILVER ECONO JUG
Opening: 5.4"
case-12



Delivery
Box
Included



29 SL 498
7.75" SILVER SKIRT VASE
Opening: 3.8"
case-12



29 SL 505
5" SILVER WATER-CUBE
Opening: 4.1"
case-12



29 SL 504
4" SILVER WATER-CUBE
Opening: 3.4"
case-24



29 SL 807
6.5" SILVER STEPHY VASE
Opening: 3.0"
case-24



29 SL 510
8" SILVER ECONOVASE
Opening: 4.4"
case-12

Faux / Artificial Flowers



FB 234 GR
GREEN ORCHID BUSH
each



FB 234 PK
PINK ORCHID BUSH
each



FB 234 PU
LAVENDER ORCHID BUSH
each



FB 254 RW
RED & WHITE ROSE AND CARN BUSH
each

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FB 284 LA
LAVENDER ROSE AND LILY BUSH
each



FB 284 PK
PINK PASSION ROSE AND LILY BUSH
each



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

Faux / Artificial 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



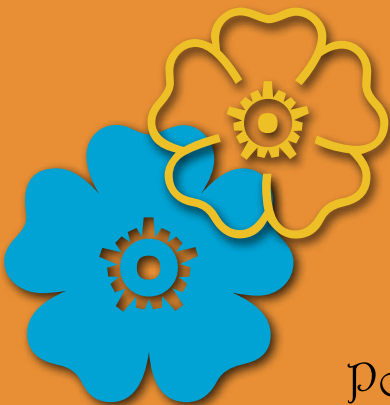
FB 264 PRW
PINK & RED ROSE BUSH
each



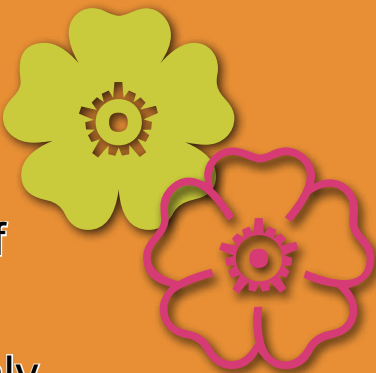
FB 264 RW
RED & WHITE ROSE BUSH
each



FB 264 YG
AUTUMN ROSE BUSH
each



Posiz Points



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Posiz Points earned may be redeemed on page 12 only.
(Quantities limited.)



18 C 540 X
16x4" PEDESTAL VASE
case-8

2



KV 100
3x3" PEWTER GLASS CUBE ASST
case-36

1



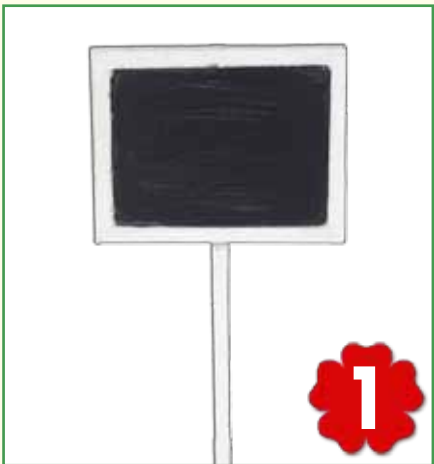
KV 200
3x3" PEWTER GLASS CUBE ASST
case-36

1



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

1



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

1



4T 1822
10" MACHE OPEN HEART
case-4

1



KV 20 X
2" TEALIGHT VOTIVE
case-48

1



SAC 13- P
4" CERAMIC COASTERS ASSORTMENT
pack-24

1



SF 48
3.2"/4.5"/8.5" SLEEPING ANGEL CERAMIC ASSORTMENT
case-48

1



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

2

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