

A cool display idea

From Italy comes an innovative idea for a cut flower display "cooler." Instead of forcing cool air around flowers in an enclosure, this display uses refrigerated water to keep cut flowers cool and fresh. Flowers are held upright in cylinders in the unit, and cool water is continuously circu-

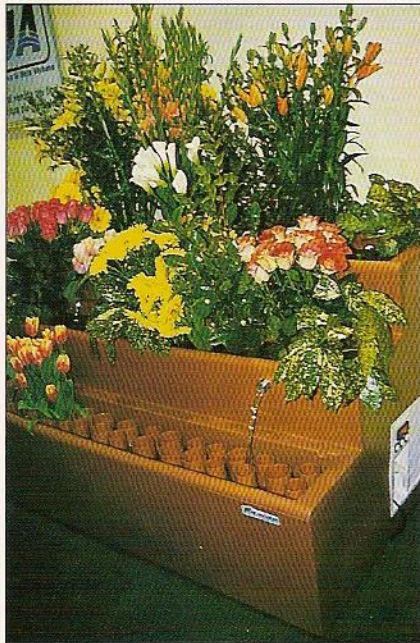


Photo: J Saxtan

This creative display circulates refrigerated water to keep cut flowers fresh.

lated around the stems, passing through filters before being recycled. Daily removal of any loose leaves or other debris and a weekly cleaning of the filter keeps the unit and the water fresh. The units are available in a variety of shapes, sizes and colors.

The concept was developed by Mara Verbena, a retail florist who was looking for a way to keep flowers in fresh water, and who also wanted to reduce time spent scrubbing pails and changing water.

Already in use in one Italian supermarket, the unit is currently available only in Italy, but plans are being made for possible introduction to North America. For additional information, contact Mara Verbena, Fior d'Acqua, Republic of San Marino, Italy, Fax: (39) 378-906814. ♦

—J Saxtan, international editor

Attention-grabbing signage

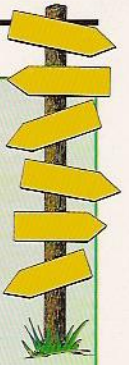
A Yale study has identified the top 12 words to use in signage and advertising to attract your customers' spending dollars. Create publicity that packs a punch with these attention grabbers:

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