

# INSPIRATION

FROM SMITHERS-OASIS



Sympathy

**oasis**<sup>®</sup>  
FLORAL PRODUCTS

# A Meaningful Way to Acknowledge Loss

There's a reason that flowers have a long history of expressing sympathy. They are an important way to process grief, for both those giving and those receiving. That's because flowers offer a uniquely personal way to share memories, pay tribute to loved ones and honor the loved one's friends and family.



## Traditional Sympathy Flowers

While any combination of flowers is a welcome way to offer condolences, the following flowers have traditionally been used to convey specific sentiments of sympathy:

**Lilies** – the soul is now at peace

**Gladioli** – strength of character and sincerity

**Peace Lily Plant** – everlasting nature of the soul

**Roses** – spirituality and perfect love

**Orchid** – enduring love

**Chrysanthemums** – sympathy and honor

**Carnations** – a variety of sentiments, every color has a unique meaning:  
red = affection, white = innocence

**Hyacinth** – holding the family in prayer

**Hydrangea** – heartfelt emotion

**Daffodils and Tulips** – renewal



# Sympathy Flower Customs

For the most part, flowers are an important part of paying tribute to a lost loved one and honoring their family – at the time of death and beyond. There are a few exceptions, so it's important to respect cultural differences and traditions of faith. When in doubt, check with the place of worship or the funeral home.

**African American** – Homegoing services recognize the journey to a better place – heaven. They take on a far less somber approach and the focus is decidedly more celebratory. Floral arrangements may reflect a more bright and cheerful aesthetic.

**Asian** – White and yellow mums are symbolic of grief and honor and are welcome by Asian families during funeral services and mourning.

**Buddhist** – White flowers are traditional for mourning in the Buddhist faith. While red flowers and gifts of food are considered bad manners. Friends are welcome to the family home after the funeral, but not before.

**Catholic** – Flowers are always welcome at every event associated with the passing of a loved one. Candles and flowers often decorate the vigil or wake, which is held prior to the Funeral Mass. They are also on display during the burial ceremony.

**Hindu** – A funeral service and cremation typically takes place immediately – within 24 hours after the death of a loved one. Those invited do not bring gifts or flowers. Ten days after the funeral, a ceremony is held at the home to mark the soul's liberation. Gifts of fruit are expected.

**Hispanic** – Rich in Roman Catholic heritage, floral tributes are always very welcome at Hispanic vigils, funerals and visitations. Dia de los Muertos (Day of the Dead) is also an important Mexican holiday where flowers memorialize ancestors.

**Jewish** – While flowers are not part of Jewish custom of mourning and are inappropriate to recognize shivah – which can last from 7 to 30 days and sometimes up to a full year after the death of a family member, a simple plant like a peace lily would be welcomed a few months after the family's loss.

**Mormon** (Church of Latter Day Saints) – Flowers are appreciated during funeral services and mourning. However, arrangements in the form of a cross or crucifix are not acceptable.

**Muslim** – Because there is a focus on simplicity, there is a difference of opinion on giving flowers during mourning in the Islamic tradition. Consult the mosque Imam (religious leader) or a family member first. Roses are a popular choice for services where flowers are welcome.

**Greek and Eastern Orthodox** – Flowers are an important symbol in the Orthodox faith. Not only are they welcome during mourning, they are expected graveside where they are placed on the casket after the priest prays. White flowers are traditional and are also welcome at annual memorial services that continue to commemorate the anniversaries of the family's loss.

**Protestant (Baptist, Episcopalian, Lutheran, Methodist, Non-Denominational, Presbyterian)** – Flowers are always welcome at the residence, during calling hours, and at the funeral home and the church.

## A COMFORTING REMINDER:

Research studies show that Flowers offer a positive, long-term affect that is especially encouraging to family and friends experiencing the loss of a loved one.





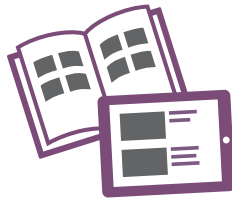
# A Get Connected with Your Customers.

## Showcase Your Work.

Helping customers select an appropriate sympathy arrangement often takes a personal approach – getting to know more about the person who has passed away and their family. It also helps to have a portfolio of arrangements, or consult book, to help customers understand the types of arrangements available and the level of personalization you can provide.

### Consult Book

A consult book works as a checklist of questions to ask your customer about the bereaved, their family, their religious affiliation, their interests and hobbies and more. The consult book also showcases sympathy arrangements you have made in the past. This can help customers make a selection that's a meaningful tribute for their loved one. Visit [oasisfloralproducts.com/sympathy](http://oasisfloralproducts.com/sympathy) for inspiration on personalizing sympathy designs.



### Ideas

Over the last decade, cremation has become an increasingly popular choice. In addition, there continues to be shift in focus that is more upbeat and less somber for families that plan Homegoing Services, Celebrations of Life and Memorial Services. That's why many sympathy floral designs are taking a similar celebratory look and feel. Get helpful tips and design inspiration when you sign up for our IDEA Weekly blog.



### Social Media

Many customers start their search online. Ads on Facebook, Twitter and Instagram are cost-effective ways to capture your local audience in their time of need and respectfully offer up your services. Be sure to keep your message simple, tactful and sensitive to their loss. Pinterest can be a useful tool for showcasing a full range of creative sympathy designs – from simple bouquets and wreaths, to standing sprays, casket sprays, swags and garlands.



### Trends

The trend toward extreme personalization in funeral arrangements is also reflected in every type of sympathy design imaginable. Arrangements incorporate the loved one's hobbies, interests and even small items of special meaning. Your consult book offers a great way to inspire your customers to personalize sympathy arrangements.



### Remember

Follow up with a card or note to the family offering condolences and thanking them for allowing you to serve them. Ask your customers for their loved one's birthday and anniversary, so that you can stay in touch and send a meaningful message of remembrance. Also, suggest flowers – perhaps a graveside or altar arrangement for their place of worship – in remembrance of the loved one who has passed. This level of thoughtfulness can make a tremendous impact.

# Make an Impression on Local Funeral Directors.

## Establish a positive working relationship.

Families often reach out to funeral homes first when a loved one passes away. Partnering with local funeral directors starts with establishing a relationship based on your reliable service. And remember, your arrangements will be on display alongside your competition, so be sure to make a good impression.

### Get to know the ins and outs of local funeral homes.

How far in advance of viewing do they prefer deliveries? Do they have a special entrance to facilitate deliveries? What are the rules for signing in a delivery? Getting to know how each funeral home runs their business and how you can best serve their clientele is the best way to establish a solid business relationship with area funeral directors.

### Assure that arrangements are problem-free.

Make sure your floral designs are well-balanced to avoid tipping. Remove thorns and pollen from flowers. Make sure containers don't leak. Double-check for protruding picks, pins and wires.

### Deliver on time.

Assure the arrangements are delivered in advance of the visitation and viewing.

### Deliver fresh.

Flowers that are past their prime reflect badly on your business.

### Take extra care with cards.

Include the customer's full name in an easy-to-read font and legible font size.

### Send a floral gift.

An occasional "Thank You," or a holiday arrangement at Thanksgiving and Christmas is always well received. Flowers are also a great way to recognize their business anniversary, or major remodeling project.

### When they're at a loss for words, flowers express it best.

During this difficult time, it can be hard to know what to say. Flowers express heartfelt support. That's why they are a tradition that's universally appreciated by family and friends of the lost loved one. While obituaries may automatically suggest an "in lieu of flowers" message, flowers are always welcome in addition to any recommended donation.

## MAKE A MEANINGFUL MARK ON THE MARKET.

The bereavement industry represents \$25 billion in annual sales. While a fraction of that total is spent on sympathy flowers, retail florists continue to capture about 70 percent of total flower sales.



# Make Use of Our Resources

Smithers-Oasis is dedicated to helping you grow your business. We understand that the business of sympathy floral sales takes on a very different approach compared to all of your other floral sales. You can count on us to support you with tools and supplies to help you effectively manage your time and keep costs down. We also offer FREE online marketing resources, specifically for sympathy arrangements, to help you attract and retain customers. For the tips to support your sympathy business, visit: [www.oasisfloralproducts.com/sympathy](http://www.oasisfloralproducts.com/sympathy).



## Sympathy Resource Guide

Download your copy of the OASIS Floral Products Sympathy Resources and get floral design ideas and links to more resources.

## Free High Resolution Images

Upload our free high resolution photos to your Website, Pinterest, Facebook or Instagram page as an easy way to inspire and share ideas with your customers. Dozens of professional high-resolution photos available for you on [oasisfloralproducts.com/sympathy](http://oasisfloralproducts.com/sympathy)



## Sympathy Floral Design Recipes

Use our Recipes to accurately define your cost on each design, resulting in a guaranteed profit with each sale.

## Idea Weekly Blog

Follow our blog to get updates on new products, themes and ideas! Sign-up today to receive our inspirational ideas and FREE resources!\* TEXT: OASIS Ideas to 22828  
\*Message and data rates may apply.



## Be Inspired:

Share and repin our photos to your Facebook or Pinterest page as an easy way to inspire and share with your customers.



## How to Videos

View our videos on IDEA Channel for the latest product info and trends. Go to [youtube.com/OASISFloral](http://youtube.com/OASISFloral)



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# Lasting Arrangements Make a Lasting Impression.

## Floralife 5 Steps of Fresh.

While extending the life of flower arrangements is always important, the freshness and the longevity of your floral design takes on special meaning when the recipients are grieving the loss of a loved one. Floralife® 5 Steps to Fresh products will help you deliver the freshest results – sure to impress your customers, those bereaved and your local funeral directors too. Simply follow the directions below to help your flowers thrive.



### Sanitize

Clean to reduce the plugging up of flower stems, which reduces water uptake. Improve flower life as a result of a cleaner environment. New ready-to-use formula!



### Hydrate

Jumpstart flowers by unclogging stem cells and improving flower food uptake.



### Nourish

Express Universal 300 is a unique and innovative flower food solution that allows fresh cut flowers to keep fully hydrated and fed without having to recut the stem before putting in solution. A unique formulation for all flower varieties, this NO STEM RECUT flower food is engineered with ingredients to keep flower bouquets and arrangements looking fresh.



### Protect

Refresh, hydrate and protect flowers with a last-step finishing spray to extend the enjoyment of receiving flowers.



### Customer Care

Educate customers to enjoy their flowers longer with the addition of a professional flower food take-home sachet.



## Make it Personal and Make an Impact.

Personalized sympathy designs that incorporate something special associated with your customer's loved one make for an especially thoughtful tribute. Trends in customized sympathy designs often reflect the loved one's passions, hobbies, sports and special interests. Not only are personalized sympathy arrangements a wonderful way to memorialize a lost loved one, they're a great way to express your creativity in a uniquely meaningful way. Find all of the tools, supplies and inspiration you need when you visit [www.oasisfloralproducts.com/sympathy](http://www.oasisfloralproducts.com/sympathy).

Find more inspiration like this on

 [pinterest.com/smithersoasis/tribute](https://pinterest.com/smithersoasis/tribute)



For an avid baseball fan



For the talented cook



OASIS® Mache  
18" Square Wreath



For a football enthusiast



ESSENTIALS™ Square Bowl

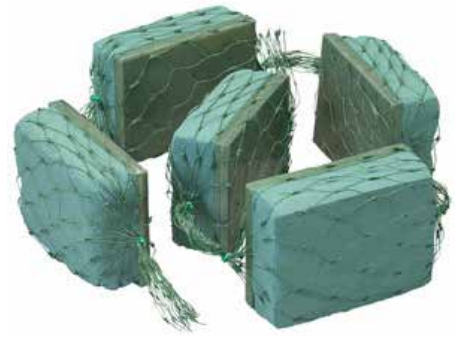


Vacation Lover





Patriotic



OASIS® Sealed Brick Garland

Find a recipe for a golf-lover's tribute arrangement, plus many more at



[oasisfloralproducts.com/sympathy](https://oasisfloralproducts.com/sympathy)



Golfer



A Feminine Touch



OASIS® Floral Foam Riser



For the family pet

View our Quick Tip video for this arrangement

[tinyurl.com/ny6rhka](https://tinyurl.com/ny6rhka)

## We make the supplies that support your inspired designs.

Find everything you need to bring your sympathy floral designs to life – from foam brick in shapes – ranging from traditional to creative. Choose from a selection of urns, baskets, vases, containers and easels to display your arrangements. OASIS® Floral Products has all of the products and resources for your sympathy design needs. Find these products and many more options at [www.oasisfloralproducts.com/sympathy](http://www.oasisfloralproducts.com/sympathy).



FLORACAGE® Holder



TRIBUTE CAGE® Holder



OASIS® Casket Saddle



OASIS™ Foam Cage



OASIS® Floral Foam Risers



OASIS® Spray Bar



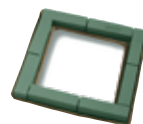
OASIS® Floral Foam Shapes



OASIS® Sculpting Sheet



OASIS® Floral Foam Frames



OASIS™ Easel Cage



New OASIS™ Wind Chimes

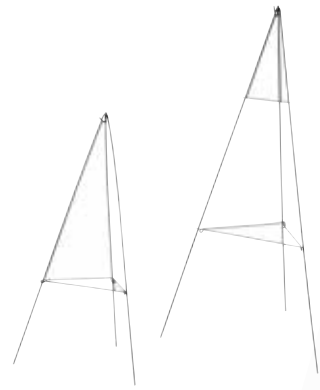
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OASIS® Floral Foam Garland



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OASIS™ Wire Easels



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WITH DEEPEST  
SYMPATHY

Handy Floral Products



OASIS® Long Stem Water Pick



OASIS™ Display Bucket



OASIS® Monument Vase



OASIS™ Designer Urns



OASIS® Brick Trays



ESSENTIALS™ Containers



OASIS™ Sympathy Basket





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