

# Flower Shop Packaging & Presentation Checklist

## Box/Vase Selection

Ensure appropriate size and style for arrangement.

### Box/Vase Type

- Cardboard Box
- Glass Vase
- Ceramic Vase
- Basket
- Wrap-around Container

### Box/Vase Size (Height)

### Box/Vase Size (Diameter/Width)

### Color/Style

- Neutral
- Classic
- Modern
- Rustic
- Themed

### Special Instructions (e.g., fragile, large opening)

Write something...

## Flower Placement & Securing

Verify flowers are securely placed and arranged aesthetically.

### Number of Focal Flowers

Enter a number...

### Number of Secondary Flowers

Enter a number...

### Flower Orientation (Up/Down/Angled)

- Up
- Down
- Angled

### Stem Securing Method

- Floral Tape
- Wire
- Glue

### Notes on Specific Flower Positioning

Write something...

### Number of Securing Points per Stem

Enter a number...

## Foam/Floral Support

Check foam/support is adequately saturated and positioned.

### Foam Saturation Level (1-10)

Enter a number...

### Foam Type

- Oasis
- Dry Foam
- Chicken Wire

### Notes on Foam Condition

Write something...

### Floral Support Needed?

Yes

No

### Number of Support Sticks Used

Enter a number...

## Ribbon/Wrapping

Correct ribbon type, color, and secure wrapping technique.

### Ribbon Type

Satin

Grosgrain

Silk

Burlap

### Ribbon Width (inches)

1/4

1/2

1

2

### **Ribbon Length (feet)**

Enter a number...

### **Wrapping Style**

- Classic Wrap
- French Wrap
- Diagonal Wrap

### **Notes on Wrapping Technique**

Write something...

## **Card/Message Attachment**

Ensure card is properly attached and legible.

### **Recipient Name**

Write something...

### **Message Text**

Write something...

### Font Style

- Script
- Print
- Cursive

### Card Size

- Small
- Medium
- Large

### Florist Signature

## Protective Packaging (Shipping)

Confirm adequate padding and protection for shipping arrangements.

### Number of Bubble Wrap Layers

### Box Type Selection

- Standard Shipping Box
- Oversized Box
- Custom Box

### Photo of Secured Arrangement

 Upload File

### **Packing Material Type**

- Bubble Wrap
- Packing Peanuts
- Packing Paper
- Foam Inserts

### **Weight of Package (lbs)**

Enter a number...

## **Final Aesthetic Check**

Overall appearance – clean, professional, and reflects brand.

### **Overall Balance**

- Excellent
- Good
- Fair
- Needs Improvement

### **Color Harmony**

- Excellent
- Good
- Fair
- Needs Improvement

### **Height (cm)**

Enter a number...

### Width (cm)

Enter a number...

### Notes/Observations

Write something...

### Stem Length Appropriateness

- Ideal
- Slightly Long
- Slightly Short

## Moisture Control

Confirm waterproof measures in place to prevent leaks.

### Waterproof Liner Used?

- Yes
- No

### Liner Thickness (mil)

Enter a number...

### Floral Foam Soaked?

- Yes
- No

## Notes on Liner/Moisture Precautions

Write something...

## Delivery Instructions Regarding Moisture?

- Handle with Care (Moisture Sensitive)
- None
- Keep Refrigerated

# Branding/Logo Placement

Verify branding elements are correctly placed and visible.

## Logo Placement Position

- Front
- Side
- Rear
- Hidden (Internal)

## Logo Size Relative to Arrangement

- Small
- Medium
- Large
- Proportionate

## Logo File (if needed)

 Upload File

### **Branding Colors Used (if applicable)**

Write something...

### **Font Size of Logo Text (if applicable)**

Enter a number...

## **Labeling and Tags**

Ensure correct pricing, care instructions, and recipient information are present.

### **Recipient Name**

Write something...

### **Sender Name (Optional)**

Write something...

### **Delivery Address**

Write something...

### **Order Number**

Enter a number...

**Care Instructions Included?**

Yes

No

**Special Instructions (e.g., 'Leave at Front Door')**

None

Other