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DESIGN ROOM HACKS TO SURVIVE THE HOLIDAYS

> 'Tis the season for the hustle and bustle that the holidays bring to florists: house décor installations, holiday parties, weddings and walk-in shopping in addition to everyday deliveries. In order to keep your designers productive and merry (especially while listening to those dreaded Christmas songs over and over again), it's important to set up your design room for success.

Here are a few best practices to prep your design room for the holidays.

Utilize all shelves and any open space under design tables. Stack all container inventory for your designers to see. Remember, designers can't use what they can't see, so display as much of your inventory as possible.

Prep your containers ahead of time. Add water, flower food and/or floral foam and greenery and keep containers on carts in the cooler. Designers can pull the containers when they're ready to design.

Designate an area in the workroom for extra supplies. Keep cases of flower food packets, cardettes, and care tags stocked in the workroom. This way designers can go to one place to grab what they need to restock their design space.

Prep all of the bows. Determine ahead of time how many bows you anticipate needing for your collection pieces, and keep them in leftover cardboard boxes.

Load carts with buckets of flowers. Keep two to three carts loaded with an assortment of flowers for your designers to use throughout the day. This is a great way to separate and use the more mature flowers from your fresh inventory.

Protect delicate product. When processing delicate flowers you'll use within hours, leave the plastic around the flowers, especially flowers that can get tangled in a bucket such as delphinium, baby's breath, pompons and mini carnations. Likewise, keep your buckets of lilies, iris, and other flowers that can bruise or break easily at eye level to keep flowers from being damaged as designers walk through design room or coolers.

Mass produce best sellers. Create a recipe, place 10 or more containers on a table and create an assembly line by laying flowers next to the container. Make the arrangements one after the other.

Keep add-ons accessible. Create an area in your design room to store chocolates, plush animals or any other popular add-ons. This gives designers quick and easy access to those products, saving them a trip into the store to take from store displays which will then need to be restocked. Do the same with balloons. Inflate 20 to 100 of the most popular mylar balloons and let them float in the design room so they can be quickly pulled and attached to orders.

Take advantage of downtime before the holiday rush by prepping supplies, materials and spaces. Combined with a solid product list or a collection, these strategies will streamline production for your designers and improve productivity. 🌸

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