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**To:** SK@Kiely.com.au

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**Del:** 0414 ~ 678 8

**Bettina:** 0458 ~ 270 ;

**Email:** [Contact@WhatCutFlowerisThat.com](mailto:Contact@WhatCutFlowerisThat.com)

**Web:** [WhatCutFlowerisThat.com](http://WhatCutFlowerisThat.com)

**Address:** PO Box 43, Nabiac, NSW 23

Austr

**ABN:** 64 205 332 5

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🌲 As the holiday season blossoms, we're thrilled to bring you a little festive cheer! ✨

From now until 25th January 2025, enjoy a SPECIAL **\$10 off the RRP** on our stunning Second Edition Softcover book, **What Cut Flower is That?**

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Thank you for subscribing to our site, and we wish you a joyful, flower-filled Christmas and New Year.

Warm regards,

Del & Bettina

Authors of *What Cut Flower Is That?*

# The fully updated 2nd Edition of 'What Cut Flower is That?'

## What Cut Flower Is That?

The essential care and handling guide  
for cut flower professionals

Delwyn Thomas Bettina Gollnow





2nd edition

## The Essential Care and Handling Guide for Cut Flower Professionals

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- Printed in Australia
  - Full colour
  - 226 pages packed with information
  - 155 flower and foliage profiles
  - Gorgeous new images
  - Same easy to read format as edition 1
  - A4 landscape format and spiral bound so the book opens flat on the bench or table
- 

Standout features are the colourful and informative flower and foliage profiles covering...

- Australian Natives
- South African species
- Traditional flowers
- Orchids
- Tropical flowers
- Foliages

...each with photographs and key information including availability, vase life, stem length and bunch size, colour range, buying tips, care and handling, special notes and design uses.

In addition, we have fully updated the Quick Guide charts listing the seasonal availability and colour range of

# Listing the seasonal availability and colour range of Australian native and traditional flowers and foliage.

What Cut Flower is That?

## Waterlily

*Nymphaea* spp. and cv.



**Availability:** Spring to summer  
**Typical vase life:** 3 days (hardy lines), 7 days (selected tropical cultivars)  
**Stem length:** 40–50 cm  
**Number of stems per bunch:** 4–5 in WA, 10 in NSW  
**Colour range:** White, yellow, apricot, tangerine, light pink, dark pink, blue, purple  
**Buying tips:** Buy unopened buds that are firm and strong without yellowing. They will open a day or two after removal from cool storage in good, indirect, natural light. In hot day blooms, the stems open in the centre. They then close to a peak on the second day, and after that they stay more the longer they are open.  
**Care and handling:** Cut stems to the height of the vase with the bud sitting on the rim. Leave room for the flower to open fully. Fill the vase to the top with water daily, regardless of size. The stem will lengthen ~3 cm a day, so cut back to the vase rim with a sharp knife each morning to prevent drying and bending; do not use scissors as you can crush the stem. Flowers must always be kept up to their necks in water. They open in the morning with light and close at night. They need as much natural, indirect light as possible to encourage opening. Do not place in direct sunlight as the heat will dry them quickly, nor near air-conditioning. Open flowers can be refreshed by dunking them fully in water. They are safe for pets and humans.

**Floral preservative:** X  
**Ethylene sensitivity:** Unknown  
**Cool storage:** Always above 5 °C or they turn brown and rot.  
**Special notes:** There are two types of waterlily available for floristry in Australia. **Hardy waterlilies** (northern hemisphere origin) start flowering early in spring and finish midsummer. These are always day-blooming and open for a maximum of 3 days. They come in light and dark pinks, white, yellow, apricot and sunset colours. **Tropical waterlilies** (Asian origin) start flowering as the weather turns hot and end just before winter. Selected varieties open for 7 days. The day-bloomers come in pinks, white, yellow, purple and blue. Tropical night-blooming waterlilies are extremely rare—they open for 3 nights only and are pink or white. Native Australian waterlilies do not have vase life and are not sold for floristry. Because of any claims to the contrary, waterlily flowers have a beautiful scent. Each colour has its own unique perfume.  
**Design uses in floristry:** As a base or focus flower in an arrangement or potted. Floated in bowls, single flowers in wine glasses for table displays at daytime events, in vases at the base of sculptural displays, or as stem stems to keep them wet in bouquets. Use day-blooming waterlilies for daytime events.

Austral

## Woolly bush

*Adenanthos sericeus*



**Availability:** Most of the year, but in short supply at times  
**Typical vase life:** 14–21 days  
**Stem length:** 60–70 cm; can be up to 1 m  
**Number of stems per bunch:** Typically 3–6  
**Colour range:** Silky, soft and silvery lime green foliage, sometimes with single, small red flowers.  
**Buying tips:** Look for bunches with a fresh, vibrant appearance, avoid stems with wilting or shed out top. Avoid bunches where the branches have been harvested before foliage has been hardened off; foliage tips will quickly dry and turn brown in your arrangements if they're too immature.  
**Care and handling:** Product may be a bit 'slimy' owing to the leaf hairs being detached—this may cause allergies in sensitive people. The foliage extends all along the stems, ensure the water level in holding buckets is kept low (6–10 cm deep), as submerged foliage tends to discolour.  
**Floral preservative:** X  
**Ethylene sensitivity:** Unknown  
**Cool storage:** 2–4 °C (grower/wholesalers), 0–5 °C (retailer, florist)  
**Special notes:** Also grown as a potted Australian Christmas tree. Member of the Proteaceae family. Several selections are available, e.g. 'Silver Sensation' is a more compact selection with more silvery foliage.

Woolly bush has small red flowers but is used mainly as a foliage. Special orders of long branches will be available for Christmas. The appearance of the foliage is used to colour and texture in vases, bouquets and displays, where Australian native products are used.



Tropical

## Ginger, incl. Red ginger, Shell or Torch ginger, Beehive ginger

*Alpinia purpurata*, *Etingera elatior*, *Zingiber zerumbet*



**Availability:** Year round depending on the hybrid  
**Typical vase life:** 10–21 days  
**Stem length:** 75–100 cm  
**Number of stems per bunch:** 3 or 6  
**Colour range:** Alpinia (red ginger), red, shell pink, rose pink; *Etingera* (shell or torch ginger), light pink, red; *Zingiber* (beehive), yellow-gold to coffee-brown  
**Buying tips:** Choose glossy, undamaged stems, free of any blackening on the bracts, avoid flower clusters with true flowers protruding, though these may easily be removed.  
**Care and handling:** Gingers are tropical flowers. Chilling sensitive. See 'Special care for tropical species' on page 26. Flower food will help keep the water clean but is unlikely to prolong the life of the flower. To refresh wilted blooms, soak the whole stem and flower in room-temperature water.  
**Floral preservative:** ✓ (fresh water with added biocide)  
**Ethylene sensitivity:** X  
**Cool storage:** X  
**Special notes:** Beehive gingers have a very pungent but pleasant ginger smell. Store stems upright to avoid phototropic responses.  
**Design uses in floristry:** Focal flowers for tropical, contemporary and modern

style arrangements and hand tied bouquets. Also suitable for corporate arrangements, as the vase life is quite good, but best suited for fresh water vase arrangements in this situation. If floral foam is used, cut the stem ends into a 'J' shape to secure the stems without breaking up the foam.  
**Advice for your customers:** Display out of direct sunlight in a warm position away from draughts.



What Cut Flower is That?

## Agapanthus, Star of Bethlehem, Lily of the Nile

*Agapanthus orientalis*, *A. africanus*, *A. praecox* hybrids and cv.



**Availability:** Early to late summer  
**Typical vase life:** 4–6 days opening, and a further 7–14 flowering  
**Stem length:** Up to 1 m, miniature forms up to 50 cm  
**Number of stems per bunch:** 10  
**Colour range:** White, pale blue to violet-blue. A new hybrid called 'Queen of the Nile' is a blue colour of blue and white.  
**Buying tips:** Pick or buy when one-third of the flowers are open. Gently shake bunches and avoid those with flower drop.  
**Care and handling:** Place in water ASAP. Frequent cutting of stem ends is recommended. Cut 1 cm off stems on a sharp angle and use floral preservative to prevent petal drop and to encourage the buds to open.  
**Floral preservative:** ✓✓  
**Ethylene sensitivity:** ✓✓✓  
**Cool storage:** 2–4 °C (grower/wholesalers), 0–5 °C (retailer, florist)  
**Special notes:** After the flowers fade and the immature seeds have been symmetrically cut from the green heads they are quite decorative and may also be used in floral arrangements. Individual flowers may be used for wedding bouquets and accessories.

Agapanthus is an environmental in this gained a bad reputation, many cause plants are dumped into bush throughout gardens and natural by. As a valuable cut flower and up garden plant, it can be grown pro care is taken to remove the seed heads they mature to prevent further into bushland. Many improved forms are available from garden centres.



Floristry colleges across Australia buy and recommend **What Cut Flower is That?** to their students as the number one educational resource, and it's an invaluable tool for anyone and everyone who handles fresh cut flowers.

**What Cut Flower is That?** edition 1 was a sellout, originally published by RIRDC, the Rural Industries Research and Development Corporation (now trading as AgriFutures Australia) with the aim of educating the wider flower industry. The Australian cut flower industry is recognised worldwide for the exceptional and often unique range of cut flower products available. As a digital book **WCFIT?** is now available to a worldwide audience to assist in the promotion of our Australian native flowers and foliage, grown locally and shipped fresh to local and export markets.

The availability and design uses of Australian native plants and their South African relatives, now known throughout the industry as 'wildflowers' are les:

of a mystery due to **WCFIT's** clear and thorough descriptions, so valuable for busy florists and growers.



The authors, **Del Thomas** and **Bettina Gollnow**, are both well-known horticulturists who have shared their knowledge from a lifetime of experience

Del worked in the Nursery and Garden industry for over 40 years and is also a qualified floral designer who has had her own foliage and flower farm and floristry business, she also taught Horticulture and Floristry subjects at TAFE

Bettina is very well known and respected throughout the floriculture industry she has been the communications manager for WildFlowers Australia for 12 years following an extensive career with the NSW DPI as the floriculture extension officer. She writes for various floristry industry magazines locally and internationally and has a keen interest in Floral Art.

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What Cut Flower is That?

Available as a soft cover book and as a downloadable digital book for instant

access on your electronic devices.

In addition, a downloadable bundle of 3 posters, the Quick guides that appear in the book and the list of Ethylene sensitive flowers, can also be purchased; designed to be printed and laminated for quick reference, in the classroom, florist shop or farm.

This book has been self-published by the authors and printed in Australia with high quality colour images.

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Our contact details are:

What Cut Flower is That?  
Nabiac Street  
Nabiac, NSW 2312  
Australia

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