



Del: 0414 ~ 678 840  
 Bettina: 0458 ~ 270 291  
 Email: [Contact@WhatCutFlowerisThat.com.au](mailto:Contact@WhatCutFlowerisThat.com.au)  
 Web: [WhatCutFlowerisThat.com.au](http://WhatCutFlowerisThat.com.au)  
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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

- 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 Australian native and traditional flowers and foliage.



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



Delwyn Thomas



Bettina Gollnow

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.

[Purchase WCFIT?](#)

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.



PO Box 43, NABIAC NSW  
 2312, Australia  
 0414-678 840 or 0458-270  
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