



PRODUCT LOOK BOOK

FOR OVER 75 YEARS, FLORACRAFT® HAS BEEN A KEY SUPPLIER in the display, floral and craft industries, providing a lightweight, durable foam for every imaginable application as well as the tools and accessories to ensure creator success.

Operating from its headquarters in Ludington, Michigan, FloraCraft has facilities in California and Mexico, with approximately 260 employees. From these locations, our product is shipped throughout the United States, as well as countries around the globe.



FōM® with PolyRenew® is versatile, lightweight and holds up to picking, painting, cutting and creating! Cut it, shape it, paint it, and sculpt it into a unique design that is ideal for any floral or craft project. FloraCraft FōM is available in white and green, and a varying collection of shapes and sizes, making it the perfect foundation for any project, both indoors and out.

Plus it's MADE WITH RECYCLED PLASTIC!

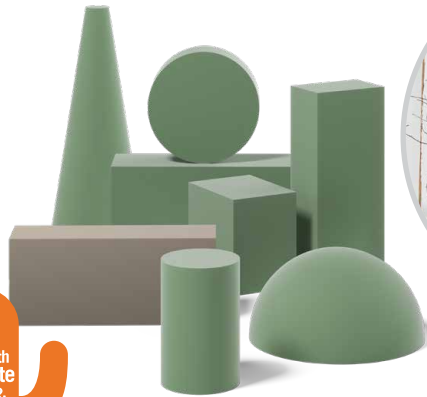


Made with **Recycled Plastic!**

Desert DryFōM



Desert DryFōM® is perfect for use with delicate dried, preserved or silk stems. It's lightweight and easy to work with for precise stem positioning that holds stems in place. Desert DryFōM is available in green and brown in standard bricks and a variety of shapes and sizes.



Artesia WetFōM

Artesia WetFōM® is easy to work with – it soaks up water quickly, grips stems securely in place, and can be easily mounted to suit any floral installation project.



For Use with **Fresh Flowers**



Smooth FōM

SmoothFōM®'s dense, lightweight and smooth structure is great for painting or coating with a broad range of products to create virtually any color or texture.



Easy to **Paint**



Tools & Accessories

FloraCraft® provides tools and accessories that will add ease and sparkle to any arrangement, display or project. Our broad variety of solution-based tools like cutters, coatings, tape and binding wire are must-haves for new and seasoned designers alike.



Floral Wire

Floral wire comes in a variety of lengths and sizes for creating unique bouquets and arrangements. Use netting to secure arrangements in containers or create impressive installations, foldable easels to showcase wreaths and decorations, and paddle or spooled wire to wrap bouquets with a better grip. Floral wire is great for fresh, dry or silk flower arrangements.



Containers

The floral container collection offers a stable, durable foundation for every type of floral arrangement. Available in green or white and a variety of sizes and shapes, these understated bases de-emphasize the container and subtly shift the focus to the creative designs displayed within.



Recyclable and made with recycled plastic.



Aquatainer
NO DRIP, NO TIP FLORAL CONTAINER



Floral Design Bowls virtually disappear in low arrangements.



Each container has molded hooks included on the underside of the lip to attach wire or ribbon securely.

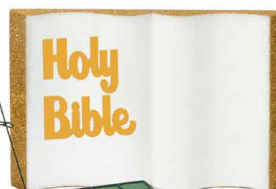
Naturals

Natural Straw and Spanish Moss are perfect for indoor or outdoor home décor. Both are on trend with natural, farmhouse-chic décor.



Sympathy

The sympathy line by FloraCraft® offers professional-grade products for holding flower arrangements, displaying pictures, cemetery solutions and more. This sturdy collection is here to help your customers make the most beautiful tribute possible. When the need arises to honor a life, a one-stop shop for everything you need is right here - including easels, saddles, huggers and more.



NEW Products



XTD325375GS/48
3.2" x 3.75"



XTD25375GS1/48
2.4" x 3.75"



DFD325375GS/48
3.2" x 3.75"



FOD253GS1/48
2.4" x 3.75"



FFD325375GS/48
3.2" x 3.75"



FFD25375GS1/48
2.4" x 3.75"



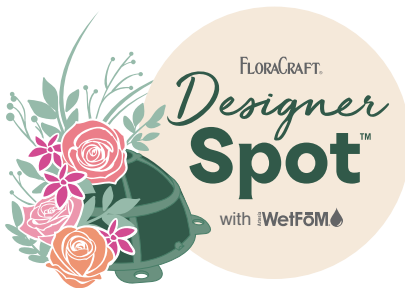
WBD42GS4/7



RSFC00045S4/7



RSFC00042S4/7

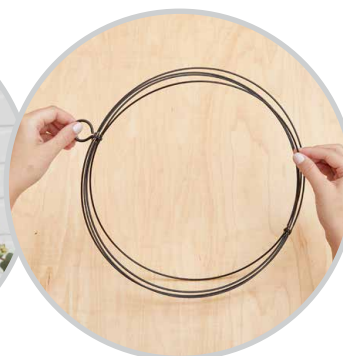
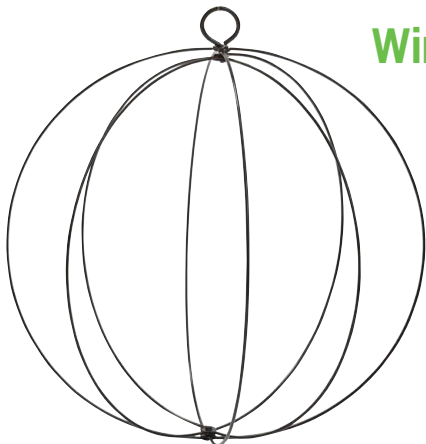


RSFC00043S4/7
1.75" x 3.5"



RSFC00044S4/6
2.1" x 3.7"

Wire Spheres



- RSWW00210/8/3 8", 2.3mm
- RSWW00211/8/3 10", 2.3mm
- RSWW00212/8/3 12", 2.5mm
- RSWW00215/8/3 18", 3mm

Sarah Campbell

from Intrigue Designs

**HELPING THE BEST IN THE
BUSINESS DO THEIR BEST WORK.**

Sarah Campbell has lofty standards, especially when it comes to high-end event work seen by hundreds of thousands of people. And FōM® helps her turn her creative ideas into reality.

FloraCraft FōM with PolyRenew gives professionals like Sarah the ideal creative foundation—one that's lightweight, available in all shapes and sizes, and easy to cut, shape, paint and glue.

"Floral installations continue to be the most in demand designs. Being able to design in advance is key when the window for set up is short. My secret here is creating a sculptural structure out of FloraCraft FōM."

– Sarah Campbell, Intrigue Design



FōM®
with PolyRenew®

A stylized white graphic of a leaf with a stem and two small circles, positioned to the right of the FōM text.



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