

## Why use permanents?

- Most are botanically correct with incredible detail
- They're available year-round and price isn't determined by the season
- Can be rented out and re-used
- Petals won't crush or bruise
- Can be designed in advance of the event
- No need for watering, feeding or cooler space
- Silks are hypoallergenic with no scents or pollen



### Want to add a pop of fresh flowers? Use a Designer Spot™!

The Designer Spot™ is a sturdy, plastic cage pre-filled with Artesia WetFōM® for fresh flowers. Large design ports allow for stunning floral displays and eyelet tabs make it easy to attach fresh arrangements within a permanent design.



Available in two sizes: Mini: 3.5" x 1.75" Midi: 3.7" x 2.1"

### You and FloraCraft make a great creative duo!

We know you have lofty standards, especially when it comes to high-end event work. FōM is designed to meet – and exceed – those standards.

Scan for more information on our complete product line and for additional floral design project ideas.



## Create a Stunning Broken Arch Backdrop



### FloraCraft® helps you rise to the challenge.

FloraCraft FōM® is the best foam choice for holding permanent botanicals, silks, heavy-stemmed naturals (like branches and twigs), and floral picks in place. Plus, it makes creating large-scale displays, like this one, much easier. Let us show you how...







# FōM<sup>®</sup> *Makes It Possible!*

FloraCraft makes it easy to make a visual impact at any wedding or special event. Floral and event specialists trust FōM with PolyRenew<sup>®</sup> because it:

- Is made with recycled plastic!
- Firmly holds picked flowers without glue
- Easily cuts to any shape or size
- Can be painted or coated with a broad range of products
- Is lightweight and easy to transport
- Is great for both indoor and outdoor use
- **Is made in the USA!**

Create unique décor and amazing arrangements from FloraCraft's wide variety of FōM shapes and sizes.

*The possibilities are endless!*



## Step by Step:

### A project that pays for itself.

Once you create this broken arch, it holds its shape and color, meaning you can use it countless times!

**Pro tip:** Simply swap out the more colorful and eye-catching flowers for a whole new look!



**1** Find a dowel that best works with your base (we used 3/4" dowels with a composite post foundation). Zip tie FōM rods to the dowels.



**2** Secure the dowels to the base using glue for extra support, allow 24-48 hours to dry.



**3** Stack FōM rods to desired height.



**4** Insert your line flowers into the FōM to create the overall shape and height.



**5** Place each type of flower in an alternating pattern from top to bottom.



**6** Pin Spanish moss within the arrangement to cover any FōM or dowels showing through.



**7** Wrap fabric around the base to add the final touch.

