

OASIS® Floral Products and the Evolution of Floral Design Media

From the very beginnings of the Smithers-Oasis company, the driving force of the organisation has been to provide its customers with innovative solutions for the challenges they face. The invention in 1954 of the famous stem-gripping, water-absorbing OASIS® Floral Foam revolutionised the world of floral design; florists and flower arrangers could work with flowers in new ways, where the only limit to their creations was their own imagination.

Over the decades, the OASIS® Floral Products range has evolved and adapted to meet the changing needs of each new generation of designers, including the growing demand for more eco-friendly products. Today, there is a whole range of design media to choose from, including options for eco-conscious designers.

Here is a run down of the range as it stands – the choice is yours!

FibreFloral™ Design Media from Smithers-Oasis

Not a foam – A natural product based on volcanic basalt rock with a bio-based binder that is derived from rapidly renewable materials – Brown colour looks natural in designs – Can be used dry with artificial and dried flowers or wet with fresh florals – Super fast soaking – Fibrous texture provides grip for stems – Best used on flat surfaces rather than for hanging designs - Available in a range of basic shapes with compostable card bases

OASIS® TerraBrick™ Floral Media

Not a foam – Certified OK compost HOME & OK compost INDUSTRIAL - Made from natural coconut coir with a compostable binder – Brown colour looks natural in designs – Absorbs & retains water – Used for fresh floral designs – Available in a box of 8 square bricks – Packed in recyclable card trays

Q&A

1. reuse and recycle- Look at reusing plastic bases, return or collect - how is oasis helping the florist with this now and in the future?

The NAYLORBASE® Floral Bases provided by OASIS® Floral Products are now made from recycled post-consumer plastic and are recyclable too. The company are also working to develop a returns system whereby the plastic bases (which are very strong and durable) could be returned to the factory to be re-made into new products.

2. No plastic- what other mediums can you use- Moss, Floral fibre, Agra wool- Tied desgns. How do we get around the Letters that are popular- do you have anything in the pipeline?

We have FibreFloral™ Design Media which is made from volcanic basalt rock with a bio-based binder that is derived from rapidly renewable materials and OASIS® TerraBrick™ Floral Media made from natural coconut coir with a compostable binder. We also have empty cardboard Bio Bases which are recyclable and compostable, and can be used with your choice of media whether it be moss and twigs or OASIS® TerraBrick™ Floral Media.

3. Use local flowers or fair trade - Mileage from manufacturer to florist- could be a topic- where are your items manufactured?

The OASIS® Floral Foam sold in the UK is manufactured in the UK, in Washington, Tyne and Wear. We use the pallet network to supply our wholesalers and retailers around the country, so florists can choose to shop with their local wholesaler too. According to the Association of Pallet Networks (APN), vehicles operating within a network typically have higher levels of vehicle capacity utilisation too, averaging 71% across the sector, compared to 51% in other road freight sectors, taking approximately 800 vehicles off our UK roads.