

Watch-itT: loss of vase life

Vase life is a concept that is of paramount importance throughout the chain, from grower to florist. This is because the ultimate aim is for the consumer to enjoy a bouquet of flowers on the table for as long as possible, 7 days being the absolute minimum.

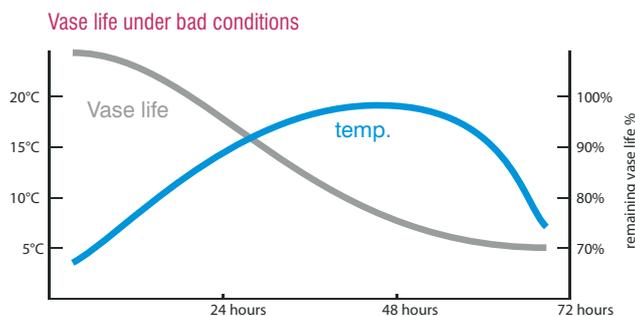
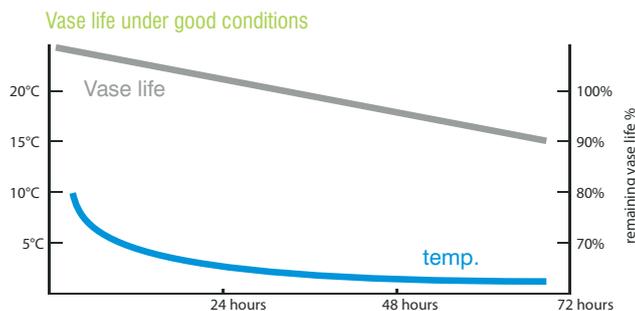
Once the flowers have been picked, there are many events and factors that affect vase life. Events such as storage, transport and transshipment must be very carefully coordinated. Factors such as time and temperature are crucial to the ageing process and, by extension, the quality of flowers.

The industry term for this is "time temperature exposure", which we express in degree hours. One degree hour equates to 1 hour x 1°C. For every 500 degree hours, one day of vase life is lost. At an average room temperature of 20°C, this means that one day of vase life is lost in approximately 24 hours.

The industry benchmark states that no more than 1 day of vase life need be lost in the supply chain, from harvest to shop floor.

Watch-itT: monitoring the degree hour

A short throughput time and the lowest possible storage temperature in the chain are preconditions for long vase life. Therefore, it is important for the industry to keep the vase life lost to a minimum. This requires the chain to be monitored, so that processes and transport and storage methods can be adjusted where necessary.



Watch-itT is a clever and reliable monitoring tool, which uses patented stickers to measure the loss of vase life. The Watch-itT sticker is affixed to the packaging as soon as the flowers have been picked, at which stage the sticker is green in colour. The colour of the sticker changes to red if 500 degree hours have been reached in the chain, because the throughput time is too long, the storage temperature too high, or a combination of both. In this case, at least 1 day of vase life has been lost.

Watch-itT: act now

If your aim is to enable consumers to enjoy their freshly-bought bouquet of flowers for as long as possible, make sure you have control over the chain from grower to shop floor. You can ask the grower to affix the Watch-itT stickers to the packing box straight after the flowers are picked; when they arrive at your storage facility, you can then tell at a glance whether the flowers will still have the longest possible vase life. The sticker doesn't lie: it is either green or... red!

Green sticker? This confirms that the top quality flowers you have purchased have reached you in top condition!

Watch-itT: sales organisation

Watch-itT is marketed exclusively by the Van Dillewijn Group, in partnership with Flowerwatch™. If you would like more information about Watch-itT, please contact the sales department.

