

Customer flowers need TLC

By A. J. Akoto

Senior Packaging Engineer
Flower, seedling and plant shipments are fast becoming a commodity with which Federal Express has to deal in its daily operations.

The florist industry is becoming dependent on air express services, basing its business strategy on reliable door-to-door courier service.

Reliability means timely delivery and undamaged products.

In FY'87, \$124,000 was paid for 1,215 flower claims.

During the first half of FY'88, \$94,000 has been paid for 824 such claims.

Of these claims, 49 percent were due to delayed delivery, 46 percent due to damages and the other 5 percent due to lost records.

To paraphrase our new marketing slogan: "It's not just a package; it's our customers' business."

Delivery of damaged flower shipments for weddings, funerals, birthdays, anniversaries, board meetings

or receptions often results in lost business for the florists' customers.

This automatically translates into dissatisfied customers, lost revenue, and in some cases, lost accounts for Federal Express.

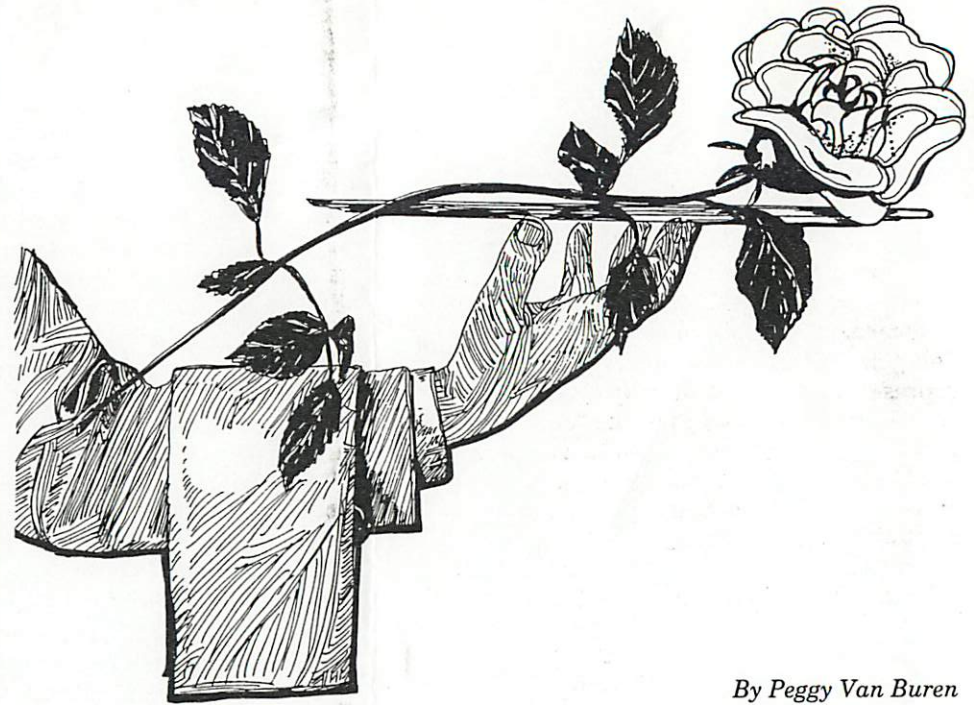
With Valentine's Day this month, operations management (Field, ramp and Hub) must stress the importance of proper handling of flower shipments.

The key to minimizing damage to the floral shipments is avoiding thermal stress and physical damage.

Exposure of packages to heat extremes forces the moisture out of the flowers and out of the boxes, speeding up the dying process and shortening shelf life.

Exposure to extreme cold turns the edges of the bloom and foliage black, ruining the salability of the products.

The rule of thumb is simple: if the temperature is comfortable for humans, the flowers will be okay!



By Peggy Van Buren

Federal Express can make someone's day brighter this Valentine's Day — and other days — by delivering floral shipments on

time and in beautiful shape.

Imagine them going to someone you love. Flowers need TLC (tender loving care).