



### Further Information

- You are charged a service charge by us to place the order (currently \$5.00), which is what we get for doing the transmittal.
- Delivery charges apply, and they are set by the florist who is going to deliver the order.
- Minnesota state sales tax is charged, as it is a transaction taking place in this state.
- We cannot provide you the name of the shop that is used.
- If you have a difficulty with the order, we will act as your intermediary. However all problems are ultimately solved between by one the two wire service organizations: FTD and Teleflora.
- If you give us feedback on the job done by the shop, we can record the good and the bad so that they are used in the future or never again used.

visit us online at:

[www.thefloraltrunk.com](http://www.thefloraltrunk.com)

### Some hints:

- with all orders, you must give a second option that is generic, in the event they cannot produce/deliver your first request.
- when we say generic, we mean "a vase of bright and colorful summer flowers", or "a garden basket of flowers similar to perreniels, or "a vase of soorted colors of snapdragons and lilies".
- if you're sending roses, red must be your second color option.



## The Floral Trunk

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Helpful Hints about....

# Wire Orders

From .....



The Floral Trunk



## Can they make what we do?

The chances of a shop in another community making what we make are not good.

Over the years, our industry has become two styles of shops. First, there are those like us who use any flower we can find, the more unique the better, and who combine unheard of things together in unheard of color combinations to make a design. We are, unfortunately, still in the minority.

Second, there are shops who continue to depend on the "big three" for their work. That is, they like carnations, mums, and gladiolas. They like them, because they are familiar with them, and because they believe that they last the longest, which they believe you, the customer, wants. They also have difficulty learning how to handle many of the newer varieties.

**Definition: Wire Order**  
A wire order is any order which, due to distance, we are not able to deliver ourselves with our own vehicles. It is product which will not be made by us, nor come from our shop.



The more generic you make your request, the more likely you will get a good value for your money.

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Prices are set by the receiving florist/community, not us.



## How Does a Wire Order Work?

When we are not able to deliver an order directly out of our shop, we have to find a florist in another town to take the order.

This means that they will make the product and they will deliver the product.

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Once you place a wire order, we send the order through the internet to a shop near the location you want something delivered. Keep in mind, that we have NO control over those shops. We cannot tell them what to make, nor how to make it, nor what to charge for it.

We also cannot tell them when to deliver something nor how much to charge for doing so. We are in essence an order taker for them.