



“ **Great design speaks for itself.** *It's what pulls customers in off the street, has them clamoring for more. And it's what they want instinctively. Without a second thought.*

Every designer brings his or her unique vision to an arrangement. *To my mind, the flowers should do the talking: not the container or accessories. The closer you stay to natural, organic design, the more you can break the rules.*

Flowers deal with emotions. *Yet it's a fact that the floral industry is a business. I am constantly looking for ways to make designs more profitable: progressive ways of presenting flowers that are so inexpensive, you can't afford not to use them.*

Don't give your customers what they ask for. *Give them what they really want. Try something new with a dozen roses. And watch word of mouth send business your way.* ”



ReCreations containers lend a natural elegance to topiary...



...give plants a fresh, saleable look without foil or plastic...



... and inspire new creativity for quick and easy bouquets.



How do you contain beauty?

Western Pulp Products is pleased to showcase the designs of René van Rems, as part of our On Trend Designer Forum. Mr. van Rems' arrangements were all created in ReCreations containers, a revolutionary collection that's 100% watertight and sublimely affordable, in three colors and many popular sizes. Call for FREE samples.

RECREATIONS
The REINVENTION of PAPER

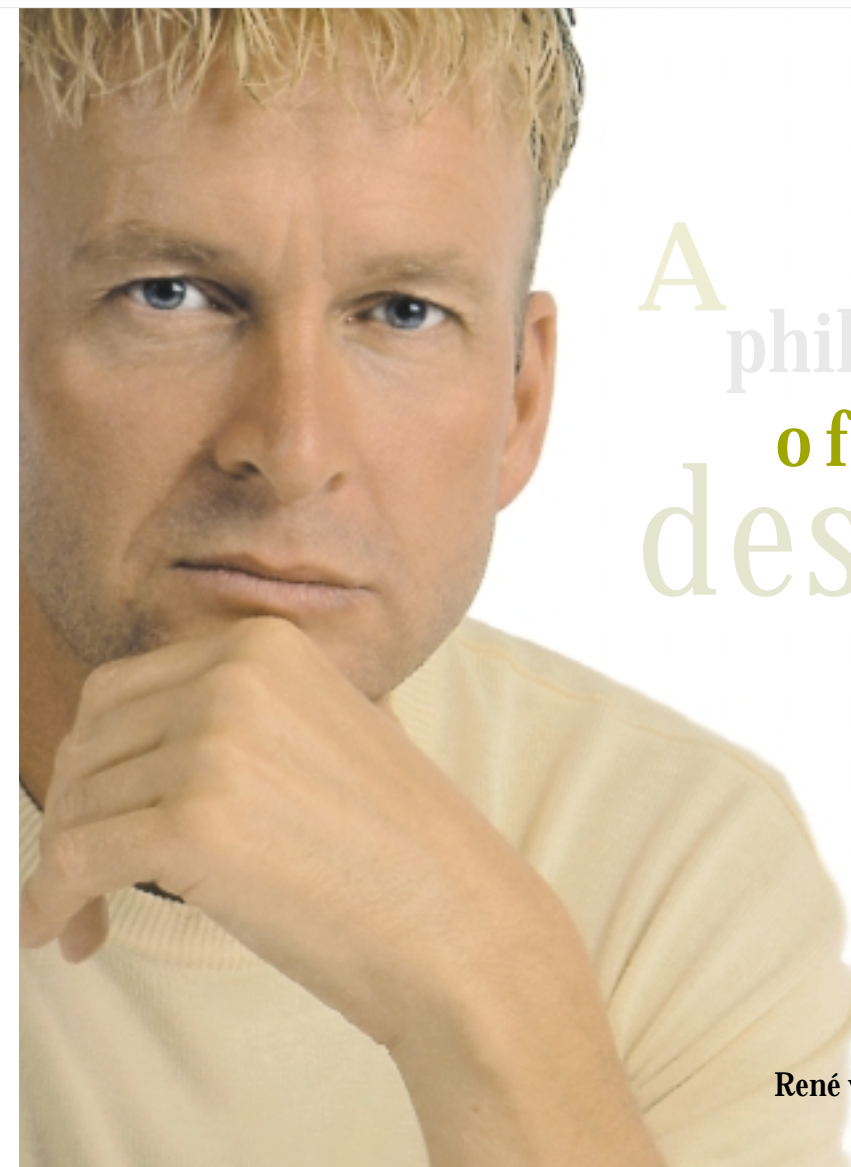
[Watertight Fiber Containers]

Western Pulp Products Company

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At select wholesalers



A philosophy
of
design

René van Rems AIFD PFCI

A new aesthetic

“Designers often ask me how they can make their business succeed. My advice is to select your ingredients wisely. Choose the unexpected in flowers and filler. And use greenery as lavishly and creatively as you would expensive stems...it costs just pennies! Of course, your containers and accessories should *work* for you: the more affordable, the better. The idea is to complement the flowers, not compete with them.”

The intrinsic value...



FRONT & CENTER
LUSH ROSES SPARKED WITH COLOR.
materials \$23



DRESSED UP
LUSH BLOSSOMS SWIRLED
WITH RAFFIA. materials \$9

...of great design.



ONE DOZEN
YELLOW ROSES WRAPPED IN
WILLOW AND GREENS.
materials \$22



TOPIARY TO GO
TWINED BERRY, ACORN AND
FAUX APPLES. materials \$4



GO EAST
LEMON GRASS, GREEN FRUIT
AND ROSES. materials \$8



COLOR FLOW
SUNNY STEMS, SPRAYS OF MILLET.
materials \$8

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