



MANUAL DE AFILIACIÓN

Una guía completa para hacer negocios con FTD.



REVISED AUGUST 2016



Apreciado Florista,

Bienvenido a FTD! Gracias por asociarse con nosotros y por elegir formar parte de nuestra red mundial de floristas profesionales. Es nuestro objetivo el trabajar siempre en línea con las metas de su negocio y el ayudarlo a alcanzarlas con éxito. Cada año floristas como usted envían millones de bellos arreglos florales complaciendo a los clientes en los momentos más memorables de sus vidas.

FTD fue fundada por floristas y para los floristas hace más de 100 años. Así como en sus inicios, FTD continúa apoyando su red al desarrollar nuevas herramientas y servicios que se diseñan para ayudar a sus afiliados a aumentar sus ingresos y el volumen de sus negocios. Trabajamos además creando soluciones tecnológicas y educativas para acelerar el desenvolvimiento de nuestros afiliados floristas.

Como un Miembro de FTD, usted tiene acceso a un equipo completo de profesionales, dedicados a proporcionarle la orientación que requiere para tener éxito en su negocio. Escribanos si tiene cualquier inquietud, sin duda encontraremos juntos una solución para hacer crecer su negocio.

A handwritten signature in black ink that reads "Tom D. Moeller". The signature is fluid and cursive.

Tom Moeller
Vice Presidente Ejecutivo
División Florerías



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DIRECTORIO DE CONTACTOS

Deseamos hacer fácil la comunicación con nuestros afiliados. Nuestro equipo de profesionales está disponible para atenderle oportunamente. Utilice el siguiente directorio para contactarnos y buscaremos la forma de responderle a la brevedad. Nuestro sitio www.floristasftd.com está también disponible las 24 horas del día, 7 días de la semana con información detallada sobre nuestros servicios.

Oficina Corporativa

FTD
3113 Woodcreek Drive
Downers Grove, IL 60515

Servicio al Afiliado

1-630-724-6601
FTDi.com
FTDMemberServices@FTDi.com

Contáctenos por Redes Sociales

Entérese de los últimos acontecimientos en FTD en los siguientes medios



facebook.com/MercuryNetwork



YouTube.com/FTDMercuryNetwork



instagram.com/mercurynetwork

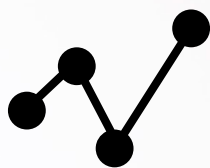


blog.ftdi.com

Departamentos de FTD y Códigos de Mercury

DEPARTAMENTO	CÓDIGO MERCURY
Ajustes	90-0357AA
Servicios de Tarjeta de Crédito	90-0639AA
Servicios al Directorio	90-0258AA
Floristas En Línea	90-8418AA
Flores a Toda Hora	90-9200AA
Soporte Técnico de Mercury	90-5034AA
FTD.com	90-8400AA
Retransmisiones Internacionales	90-0266AA
Productos de Marketplace	90-0233AA
Servicio a Afiliados	90-0555AA
Cobranza de Mercury	90-0373AA
Control de Calidad	90-0423AA





NUESTRA RED

Con más de 100 años de experiencia, la red internacional de Floristas Expertos de FTD es la más reconocida y confiable.



UNA MARCA LEGENDARIA

Desplegado en más de 40,000 tiendas de flores a nivel mundial, el reconocido logotipo del Mercurio es todo un símbolo de profesionalismo y calidad internacional. Los floristas afiliados a FTD utilizan el logotipo como respaldo a sus marcas propias mostrando un nivel de clase mundial. Visite floristasFTD.com hoy y descargue el logotipo en la sección de descargas de imágenes y materiales promocionales para miembros afiliados.

Reconocimiento Mundial de la Marca FTD

FTD invierte decenas de millones de dólares anualmente en campañas dirigidas al consumidor promoviendo el valor positivo que tiene enviar flores. Las promociones incluyen publicidad masiva, correo directo, campañas de correo electrónico y redes sociales. Las campañas orientan al consumidor a buscar floristas que muestran la marca FTD como garantía de satisfacción en un servicio que es reconocido mundialmente como el mejor.

FTD ha desarrollado una variedad de productos pensando siempre en formas de ayudar a sus afiliados a incrementar sus ventas mediante el uso de una marca tan reconocida. En el departamento de productos de Marketplace, usted puede encontrar una gran variedad de estos productos. Visite www.FTDi.com para elegir lo que más le convenga.



Aliados de Marcas de Clase Mundial

FTD continúa innovando y como líder de la industria manteniendo una relación estrecha con marcas muy reconocidas como Hallmark, Better Homes and Gardens y Vera Wang. Estos programas ayudan a mantener un nivel de reconocimiento en la mente de los consumidores, ligado al prestigio y la calidad.



Publicidad Compartida

El programa de Publicidad Compartida de FTD le ayuda a los floristas afiliados a llevar a cabo esfuerzos adicionales de promoción local que deriven en mayores ventas en sus negocios. Al mostrar el logotipo de FTD, FTD reembolsará el 50 por ciento del total de su inversión publicitaria en un monto de hasta 2,500 dólares en un año. Para conocer más acerca de este programa, visite: FTDi.com/CoopAdvertising.



FTDi.com es el sitio de información en Inglés que muestra todos los productos y servicios que la compañía tiene disponible para sus afiliados.

floristasFTD.com

Es el sitio para afiliados internacionales que además de mostrar un directorio completo con los floristas suscritos en América Latina, contiene información en Español de los servicios y productos disponibles para esta área.

La Información incluída en los sitios de afiliados a FTD incluyen:

- Estado de Cuenta en Línea
- Librería de Imágenes y logotipos
- Eventos de la Industria
- Educación y La Universidad FTD
- Materiales promocionales
- FTD® Marketplace™
- Programa de Control de Calidad
- Noticias de FTD



MEMBERSHIP



PRODUCTS



SERVICES

EVENTOS Y EDUCACIÓN

Como un beneficio exclusivo, FTD ofrece a sus afiliados programas de educación en las distintas áreas de un negocio de flores.

La Universidad FTD

FTD orgullosamente apoya y promueve la educación de sus floristas afiliados, poniendo al alcance cursos que llevarán a sus negocios a estar cada día más preparados. A través de la Universidad FTD, se ofrecen invaluable oportunidades de enseñanza en diseño floral y en el área de negocios.

Algunos de los cursos incluyen:

- FTD University Online, cursos por Internet para aumentar sus habilidades.
- FTD Boot Camp, tres días de curso intensivo en las oficinas centrales de FTD.
- FTD Webinars, una colección de presentaciones en línea, sin costo.
- FTD How-To Video Series, videos cortos en el área de diseño floral.
- FTD Mercury POS Training, un curso de 3 días en el uso de la tecnología Mercury.



FTD Member Florists have the opportunity to attend FTD Boot Camp, our top-rated three-day course in business and design strategies.



CLICK TO EXPLORE

View the full range of online education courses at FTDi.com/FTDUniversity.

Trade Shows

FTD sponsors dozens of state and national association conventions and education programs each year. Our mission is always to support our florists and help them succeed through continuing education and lifelong learning.

FTD QUALITY PROGRAMS

For more than 100 years, FTD has promoted quality and process improvement throughout the floral industry. With innovative programs, exclusive educational courses and notable business tools, we are continually seeking new collaborative ways to improve the fulfillment and delivery process for florists and the floral purchasing experience for consumers.

 **CLICK TO EXPLORE**
To learn more about FTD Quality programs, please visit FTDi.com/Quality or email QSR@FTDi.com.

Delivery Confirmation Policy

The goal of the FTD Delivery Confirmation Policy is to achieve 100% same-day delivery confirmation notification. In today's technological environment, many consumers expect real-time notification when an order they placed has been delivered. Once a confirmation is sent by a florist for an FTD.com order, the customer automatically receives an email letting them know their order was delivered. The FTD Delivery Confirmation Policy is inclusive of florist-to-florist, FTD.com and international orders.

All FTD orders should receive a delivery confirmation by 7 p.m. (local time) on the same day of delivery, after the customer receives the delivery. For any order not delivery confirmed by 7 p.m. (local time), a \$2.25 fee per order will be processed on the FTD Clearinghouse Statement.



The FTD Bountiful Beauty
Bouquet | **B25-5144p**

Delayed Response Policy

The FTD Delayed Response Policy is a proactive approach to preventing late or non-delivery of consumer orders. The FTD Delayed Response Policy is designed to protect FTD Florists from late or undelivered orders that may ultimately impact their reputation with consumers. The goal of the FTD Delayed Response Policy is for filling florists to reject any order they cannot fulfill within two hours of receiving it from the sending florist. By rejecting the order within two hours of receiving it during standard business hours, the order will return back to the FTD network in a timely manner to ensure that it will get fulfilled for the customer.

FTD tracks all orders and assesses charges on behalf of the sending florist to ensure their orders are being successfully fulfilled on a timely basis. Any fees collected from the filling florist are credited to the sending florist.

FTD QUALITY PROGRAMS

 **CLICK TO EXPLORE**
To learn more about FTD Quality programs, please visit FTDi.com/Quality or email QSR@FTDi.com.

Product Recipe Catalog

The Product Recipe Catalog is a comprehensive tool where florists can access all elements and specifications of an FTD florist-filled recipe. It offers design tips by item and guidelines for flower substitutions. The Product Recipe Catalog also interfaces with the Floral Selections Guide to provide characteristics of flower varieties and selections. FTD Florists can simply search by item number or recipe name, as well as by the fresh product or hard goods included in a recipe, such as roses, lilies and codified containers.

Quality Star Program

The FTD Quality Star Program provides your shop with a benchmark to show how it compares to all florists within the FTD network. The FTD Quality Star Rating takes actual, quantitative order data and calculates an exemplary quality level. FTD florists who are at or above this “quality bar” will receive an FTD Quality Star. The rating is recalculated every four months and details are printed in the monthly Clearinghouse Statement. Florists can choose to share their quality rating in Florist Link.

Test Order Management Program

The Test Order Management Program measures the quality of delivered floral arrangements to help ensure the entire FTD network benefits from a heightened sense that all customers will be provided the same high-quality products. Each month, FTD randomly tests a group of member florists using a third-party agency. The secret shopper evaluates the order on quality, accuracy and delivery, and then assesses it over a seven-day period, in conjunction with the FTD 7-Day Satisfaction Guarantee policy.



The FTD New Sunrise
Bouquet | **C2-5229p**

Florist Scorecard

The Florist Scorecard was designed to provide insight into a florist’s fulfillment performance and allow you to monitor your quality, refusal and customer satisfaction ratings. This tool is updated monthly and contains valuable data to guide business decisions and maximize order potential. You will also learn how you compare to other florists in your market. The ultimate goal of the Florist Scorecard is to help florists identify opportunities to improve their quality metrics, receive more orders and instill industry best practices.

FTD QUALITY PROGRAMS

FTD 7-Day Satisfaction Guarantee

Today's competitive environment demands an unconditional, hassle-free guarantee — FTD florists deliver it. As professional FTD florists, we guarantee consumer satisfaction with every floral order sent through FTD for delivery and on all FTD-branded products purchased from an FTD florist. If a consumer is not satisfied with the purchased FTD product, we, as quality FTD member florists, will send a replacement or refund the full purchase price within 7 days of receipt of the FTD order.

FTD Substitution Policy

The FTD policy regarding the substitution of floral or plant items listed in the recipe is as follows:

1. When substitution is absolutely necessary:
 - a. The filling member shall notify the sending member of the substitution and the reason therefore.
 - b. The sending member shall notify the customer of such substitution.
 - c. When a customer complaint results from improper substitution, the filling member must make a satisfactory replacement or, if the customer requests a refund, pay an adjustment to the sending florist.
2. The utmost care should be taken to maintain the overall design integrity of the arrangement. For example, line flowers shall be substituted for lines and round flowers for round and there shall be no substitution in the type of arrangement; that is, no change in arrangement size or volume.
3. In arrangements of assorted flowers, if at all possible, the colors shown in the recipe should be used, even if this means substituting other varieties of flowers of equal or greater value.
4. In arrangements of all one type of flower such as all roses, the variety (e.g., red roses) is of first importance, preceding color in this instance only.
5. In arrangements of one type of plant, such as orchids, every attempt will be made to match plant type and colors of equal or greater value.
6. If the container shown online is not available, a similar container of equal or greater value will be used.
7. There shall be no substitution in the type of arrangement; that is, no change in arrangement size or shape.
8. Do not substitute: containers for sprays, baskets for wreaths, foliage plants for blooming plants, cut flowers for corsages, plants for flowers, or permanent arrangements for fresh arrangements.

*** GO FURTHER**

View the full substitution policy in the FTD Floral Selections Guide.



PATH TO MORE ORDERS

FTD understands that operating a small business in today's economy, in conjunction with juggling multiple responsibilities at your shop, can be challenging. As an FTD member florist, you have many benefits and unique tools available to you. FTD is here to help you generate more orders and drive local business to your shop. All new member florists will receive a welcome call from a your FTD National Marketing Consultant within the first few weeks of joining. Your National Marketing Consultant will review your Path to More Orders during the orientation call.

Capitalize On Your Delivery Area

Expand your advertising in the FTD Directory to include more towns and maximize your shop's opportunity to receive orders through the network.

Get Codified at FTD Marketplace

Purchasing holiday and everyday containers makes you eligible to receive orders for codified products.

Attract Online Shoppers

FTD Florists Online is a simple way to start an online business. Select from more than 20 beautifully designed website templates or a custom-designed site that can be tailored with your shop's specialty products.

Attract More Florist-to-Florist Orders

FTD Mercury Point of Sale (POS) is the industry's leading technology, designed to help streamline your shop's day-to-day operations. Mercury POS saves time and helps you deliver exceptional customer service that can lead to repeat business.



The FTD Color Rush
Bouquet | **C8-5164p**

*** GO FURTHER**

FREE Path to More Orders Review! Call your FTD National Marketing Consultant at 800-788-9000.

FLORIST-TO-FLORIST ORDERS

FTD provides our members with two easy-to-use options for sending orders, the FTD Directory and FTD Florist Link. For detailed information on sending orders, please visit pages 35 to 36 of this guide.

FTD Directory

The FTD Directory provides FTD florists with the most useful and accurate information about our network of filling florists in order to maximize the ease of sending an order. FTD Directory Services will work with you to create the most cost-effective marketing program to help drive order volume to your shop.



CLICK TO EXPLORE

Save money by opting out of the paper directory. Learn more at FTDi.com.

FTD Florist Link

FTD Florist Link, the industry's most comprehensive florist-to-florist online directory, helps florists connect with each other instantly through Mercury. With advanced search visibility and weekly updates, Florist Link makes sending orders easy.

HERE'S HOW:

- Weekly updates allow for the most accurate and current information
- Results are displayed on an interactive map, allowing you to choose the florist closest to your delivery location
- With one click, you can bring a filling florist's information back into the order screen
- Advanced search options help narrow search results

FTD Florist Link gives your shop the ability to make informed decisions when sending an outgoing order, helping you ensure customer satisfaction.

*** GO FURTHER**

For additional information, please contact your FTD National Marketing Consultant at 800-788-9000.

Dollars & Scents™

The Dollars & Scents program is a cash rebate program that begins with your first order and rewards you on a regular basis. To qualify, your shop must send 20 or more outgoing FTD orders of \$29.50 (U.S. and Canada) each month and your FTD Clearinghouse Statement must be paid in full on or before the 25th of each month. For additional information, please contact FTD Member Services at 800.788.9000.



The FTD Classic Beauty
Bouquet | **C12-5160p**



FTD.COM FULFILLMENT

To receive orders, your shop will need to have ZIP codes listed with FTD.com. These ZIP codes define the “same-day delivery” area that you support at all times (holiday and non-holiday).

Optimizing your ZIP codes will ensure that you are set to properly receive orders within your delivery coverage area and help reduce your cost of delivery. For a ZIP code review, contact QSR@FTDi.com.

Fulfilling Florist Program Requirements

FTD works hard to make it convenient to fulfill FTD.com orders. We also want to ensure consumers are satisfied and receive exactly what they order. Our network of quality-driven FTD florists, with more than 100 years of experience delivering for holidays and other occasions, continue to help build consumers’ trust in the FTD brand.

Please make sure your shop complies with the following requirements to ensure high quality within the floral industry:

- Florists have the option of choosing a same day delivery cutoff time per ZIP code listed. The available cutoff times are 11:00 a.m., 2:00 p.m. and 3:00 p.m. Same-day orders received by the florist’s cutoff time must be delivered the same day (including holidays) if requested by the customer.
- Uphold the FTD Satisfaction Guarantee, including product replacements or refunds when deemed necessary.
- Use the current FTD Floral Selections Guide and Designer’s Workbook, along with any new product recipes located on FTDi.com.
- Communicate any changes to your delivery area by sending a GEN message to Directory Services at 90-0258AA. Please include the city, state and ZIP code in the GEN message.
- Fulfillment of FTD.com orders will be based on florist’s performance and adherence to the program requirements and FTD Membership Rules. Florists not wishing to fill FTD.com orders should notify FTD.com by sending a GEN message to 90-0258AA requesting to “opt out” of the program.
- Substitution requests must be communicated to FTD.com immediately in cases of major substitutions.
- Payments will appear on the following month’s Clearinghouse Statement.
- Pricing is established by utilizing FTD’s Suggested Retail Price, then adding additional money for delivery.
- FTD.com orders may not be forwarded. If you receive an order from FTD.com that you cannot fill, simply reject the order. Orders sent to florists with branch locations may forward orders to their branch shops only.



FTD.COM DELIVERY

Delivery Policy

- The filling florist is responsible for all third-party deliveries.
- Please communicate any delivery problems to FTD.com immediately.
- If FTD.com receives any customer service communication from you through an ASK, FORWARD, REJECT, etc. stating that an order is out of your delivery area, FTD.com reserves the right to remove you from that ZIP code.
- Florists may not make an additional charge for “re-delivery,” unless the original delivery information was given to you incorrectly by FTD.com.
- All orders requesting same-day delivery must be delivered that day.
- Please deliver to your delivery areas provided to FTD at all times.

Delivery Charges

A delivery charge is included in the total price of the FTD.com order. If you have a higher delivery charge, but can still fill the order to the recipe in the Designer's Workbook for the amount given, please feel free to subtract the higher delivery fee. If you cannot fill the order per the recipe with your delivery fee, you must reject the order.

Should your delivery charge be less, the filling florist will be expected to build the remaining dollars into the value of the arrangement.



CLICK TO EXPLORE

Visit FTDi.com/Quality for more details on all of FTD's Quality programs.



The FTD Dramatic Effects
Bouquet | **C15-5176p**



PROFITABILITY

FTD's exclusive containers offer fresh designs to drive sales for holidays as well as everyday occasions. The fresh flowers comprising the designs are easy to source and carefully chosen to maximize profit margins.




CONSUMER UPGRADE PROGRAM

With more than 60 percent of consumers upgrading from a Standard bouquet to a Deluxe, Premium or Exquisite arrangement, the FTD Consumer Upgrade Program promotes the value of spending approximately \$10 to \$40 more and effectively increases order values.

Up to four bouquet levels are available on most items: Standard, Deluxe, Premium and Exquisite. FTD.com consumers can see pictures of all the bouquet levels in order to visualize the difference an upgrade can make!

BOUQUET LEVELS

On FTD.com  In Floral Selections Guide

Good Standard

Better Deluxe

Best Premium

Exquisite Exquisite



The FTD Angelique Bouquet | **C17-4842s**

GOOD



The FTD Angelique Bouquet | **C17-4842d**

BETTER



The FTD Angelique Bouquet | **C17-4842p**

BEST



The FTD Angelique Bouquet | **C17-4842e**

EXQUISITE



FTD MARKETPLACE

FTD Marketplace provides everything your business needs to gain a competitive advantage in today's floral industry. We offer the finest floral products, including a line of exclusive codified products, shop basics, glassware, supplies and gifts for every occasion or holiday, all at great prices and billed conveniently to your FTD Clearinghouse Statement.

Holiday Exclusive Products

FTD creates a new line of exclusive holiday products for our members each season so you always have something new and fresh to offer your customers. FTD's high-quality holiday products have been extensively tested with both florists and consumers to help generate the highest demand in your shop. Our products are designed to be multifunctional and available at a variety of price points to appeal to all types of customers.

Everyday Exclusive Products

FTD's exclusive everyday product line is the answer to meeting your customers' everyday gift-giving needs. FTD offers a wide array of products from birthday to new baby, anniversary to thank you and more. Each everyday product is consumer- and florist-tested to fulfill your needs at affordable price points.

Partnership with Premium Brands

Only FTD Florists have access to stunning floral creations from highly acclaimed brands like Hallmark, Vera Wang and Better Homes and Gardens®. These premium codified collections retail at a higher value that will help to further increase profitability.

Basic Everyday Essentials

Every shop has basic needs and FTD is here to help you meet them. FTD has partnered with industry leaders to bring you an assortment of choices when sourcing your goods. FTD's preferred vendors provide an outstanding assortment of products and supplies that you use every day.

FTD offers competitive pricing on a variety of:

Floral supplies • Glassware • Baskets • Balloons
Plush items • Aprons • Logo apparel • Signage
Vehicle graphics • Coolers • Gourmet • Much, much more!



MARKETING TOOLS

In-Store Merchandising

As a benefit of purchasing FTD codified containers, you will receive FREE seasonal promotional marketing kits for in-store merchandising. These beautifully designed promotional items help attract more customers and potentially increase sales.

The in-store point-of-purchase merchandising kits are sent out twice yearly and contain full-color posters featuring FTD codified exclusives as well as a workroom calendar complete with holidays and a marketing schedule.

The kits are automatically mailed to members. If you do not purchase any codified containers, you will be charged \$19.99 for the kit. If you do not wish to receive the kits, you can opt out at FTDi.com.



Point of Purchase poster

FTD Floral Selections Guide and Pricing Software

The FTD Floral Selections Guide (FSG) is a stunning hard-bound guide that is a perfect tool to display for your customers to select a specific floral arrangement or seek inspiration for a custom design. Filled with fresh creativity to meet even the most extravagant customer's taste and needs, the FTD Floral Selections Guide is an easy-to-use guide for floral designers and an incredible sales tool for you.

The sophisticated guide includes:

- Arrangements for FTD Exclusives, Seasonal, Everyday, Celebrations and Roses
- Retail price insert provided as a tool to communicate price points to customers
- Standard, deluxe, premium and exquisite styles for most arrangements to help increase order values
- Three-ring designer's workbook designed to enhance productivity for use by multiple designers
- FSG image and software CDs to allow for review of close-up details and help with accurate pricing



Floral Selections Guide binder (2016 edition)



CLICK TO EXPLORE

To complement the durable FSG workbook, a Product Recipe Catalog is available at FTDi.com/Quality. The online resource includes all FSG recipes and images in a searchable format.



FTD® DIRECTORY

The FTD Directory provides FTD member florists with the most useful and accurate information about filling florists to help maximize the opportunity for success.

To get started, provide FTD Directory Services with the following information:

1. A list of all of the cities and ZIP/postal codes to which you deliver.
2. A list of all delivery charges for the cities to which you deliver.
3. Your same-day cutoff times by ZIP code.
4. A list of all hospitals, funeral homes and nursing homes you service.
5. Your minimum order value for incoming wire orders.
6. Your business hours of operation.
7. Important contact information, including your toll-free number, shop phone number and fax number.
8. Details about what makes your shop special, such as professional qualifications, awards, access to fresh flowers daily, satisfaction guarantee, etc.

Your information will be maintained in the FTD Directory database and distributed to the FTD Mercury Network through our innovative Florist Link electronic directory and the traditional printed FTD Directory.

You can supplement your marketing efforts by purchasing larger ads, special listings and facility links. Increasing your visibility, sharing the right information and being a good filling member helps drive order volume to your shop.

FTD Directory Services will work with you to craft the most cost-effective marketing program.



CLICK TO EXPLORE

Additional information is available at FTDi.com/Directory.

FTD Florist Link

Mercury Point of Sale users have access to FTD Florist Link, our highly detailed electronic florist directory. Florist Link provides up-to-date information on other florists in the network, including codifications, delivery area information, hours, product minimums and real-time system status. Have a great experience with a filling florist? You can save them as a preferred shop for future orders.

*** GO FURTHER**

Contact FTD Directory Services at 800-788-9000 to review your directory marketing program, directory pricing and to learn how to use any of the search products.



DATES AND DEADLINES

FTD® Marketplace™ Codification Deadlines

To increase your opportunity for florist-to-florist and FTD.com orders, it is important to codify for FTD-branded containers. The more containers you codify for, the more opportunity you have to receive orders. Codification deadlines occur three times a year for both Everyday and Holiday items.



CLICK TO EXPLORE

For current codification deadlines, please visit FTDi.com/Directory/Codification or call your Marketplace Sales Representative at 800-767-4000.



GO GREEN! Sign up to receive a paperless statement at FTDi.com.

Dates to Remember

FTD DIRECTORY DEADLINES

The FTD Directory is published three times a year and the deadline for changes in the directory is approximately 60 days prior to publication.

- January – April
- May – August
- September – December

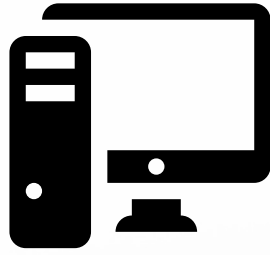


The FTD Beloved Bouquet | **C18-4858p**



CLICK TO EXPLORE

Visit FTDi.com or call FTD Directory Services at 800-788-9000 for current directory deadlines.



TOOLS

From point of sale technology to marketing, FTD provides all of the robust and easy-to-use tools you need so you can keep your focus on your craft.



MERCURY TECHNOLOGY

FTD Mercury Point of Sale is a comprehensive shop management solution that cuts overhead, handles day-to-day floral management tasks and lets you focus on delighting your customers.



INNOVATIVE

Unique options save you time and money and help increase profits.

EASY TO USE

Manage local, florist-to-florist and FTD.com orders with one tool.

DEPENDABLE

Regular updates and enhancements keep your business running smoothly.

THE INDUSTRY LEADER FOR A REASON

For more than 30 years, FTD has led the floral industry in bringing the best business technology systems to florists worldwide. With more than 95% of all FTD orders sent electronically over the Mercury Network, our innovative, easy to use and dependable product line makes Mercury Point of Sale the best value for shop owners. Thousands of florists across North America rely on Mercury Technology to help their businesses run more efficiently.



CLICK TO EXPLORE

Ready for a FREE demo? Call 800-767-3222 or email TechSales@FTDi.com.



MERCURY TECHNOLOGY

Mercury Point of Sale

FTD Mercury Point of Sale is a comprehensive shop management solution that cuts overhead, handles day-to-day floral management tasks and lets you focus on delighting your customers. Fundamental point of sale functionality and innovative add-on modules give you a collection of robust and easy-to-use tools that make Mercury Point of Sale essential to your success.

- **Streamlined order entry.** Taking orders by hand is time-consuming and prone to human error. FTD Mercury makes entering orders quick, easy and consistent.
- **A complete business solution.** With features that include bookkeeping, marketing and report generation that supports your decision-making process, you can rely on your Mercury Point of Sale to help you grow your business.
- **An established network.** With more than 100 years of experience, the FTD worldwide network is the most well-known and trusted collection of floral experts. FTD Mercury puts detailed information about filling florists right at your fingertips.
- **We're here to help.** Whether providing training or just checking in, our team of support professionals is here to help your business succeed in any way they can.



The Mercury Point of Sale interface is simple and easy to navigate.

Mercury Direct Plus

Mercury Direct Plus is an intuitive software solution connecting FTD members to the Mercury Network using a high-speed Internet connection right from their own computers. The dashboard offers immediate access to Mercury Network messaging screens, help and more.

- **Never miss an order.** The system automatically checks for incoming orders and prints them out. Notifications are also displayed on the dashboard when messages are received.
- **Customized printing options.** Tri-fold enclosure cards can be printed with a shop logo and contact information.
- **Simple delivery confirmations.** Enjoy a direct link to the FTD Confirm website.
- **Hassle-free updates.** Mercury Direct Plus software is updated automatically.
- **A personalized experience.** Abbreviation codes can be customized.



CLICK TO EXPLORE

For more information about FTD Mercury, including additional FTD Mercury Point of Sale add-on modules, visit FTDi.com/MercuryTechnology.



FTD FLORISTS ONLINE

Having an online presence in today's e-Commerce world is essential to your business's success. The FTD Florists Online program makes creating a website easier than ever with a dedicated support staff to help you update and maintain your site – or you can take control of maintaining it yourself.

Capture orders 24 hours a day and go beyond walk-in and telephone customers to a new worldwide pool of shoppers looking to send floral gifts in your delivery area.

FLORISTS ONLINE PARTICIPANTS BENEFIT FROM:

- Full service support and site management to save you time and money
- Site optimization that ranges from personalization to full customization to ensure you are proud of your online brand
- Product catalogs that incorporate both your custom local creations and the full FTD Floral Selections Guide to allow you to offer the perfect assortment for your customers
- A suite of additional marketing solutions to help you drive traffic and grow your business
- Mobile-friendly websites so that you can capture orders from your customers on the go

Online Marketing Services

FTD offers members multiple easy-to-use online marketing services to attract customers searching for a local FTD florist. From driving additional paid traffic to your website to helping you increase your ranking on popular search engines, FTD leverages our worldwide brand to help you promote your business locally.

FTD WEDDING PROGRAM

The FTD Wedding Program can help you grow your wedding business by putting your shop in front of brides searching for flowers. FTD florists can appear in two different industry-leading platforms (Wedding.com and FTDWeddingFlorists.com) for one low price.

FTDFLORISTS.COM

FTDFlorists.com is an online directory that helps connect consumers with FTD Florists. As more consumers search on their smartphones, this mobile-optimized directory is the best solution for marketing your business online.

FTDSYMPATHYFLORISTS.COM

This directory helps consumers locate a florist to send a sympathy or funeral order. FTD manages a variety of paid searches for sympathy flowers and directs the consumers to FTD florists. Participants will also enjoy the benefits of FTD's partnership with I'm Sorry To Hear, an online funeral planning marketplace.

FTD EBIZ MARKETING

This tool helps FTD florists grow their local business with a new and improved online directory marketing program. Participants will have their updated business information featured on more than 50 local and national directories reaching 150 million monthly users.¹

FTD LOCAL SEARCH

FTD Local Search can maximize your pay-per-click budget to help increase the visibility of your website in premier search engine results. The robust, mobile-ready online marketing program manages the entire process to save you time while improving your search position online.

ONLINE RATINGS SERVICE

FTD Online Ratings Service can help you showcase that you're a five-star florist. The program automatically gathers ratings from actual paying customers and displays satisfaction ratings right on your home page.

¹ Yext YouTube video, March 2013



FTD FLORISTS ONLINE

FTD WebGifts

FTD members can earn a 20 percent commission plus rebates with zero inventory risk by offering WebGifts, a collection of premium gifts and gourmet from well-known brands. Our experienced buyers work year-round to keep your product selection refreshed and save you time.



CLICK TO EXPLORE

For more information or to enroll in FTD WebGifts, visit FTDi.com/WebGifts or email us at webgifts@FTDi.com.

FTD Market for You

Break through e-mail and social media clutter and connect with customers with Market for You from FTD. This multi-tier program was designed to save you time, drive local business into your shop and help you achieve your sales and marketing goals. Let our professional team of experts target your current customers and attract new ones with email marketing, social media and more!



Our exclusive email campaign templates can easily be personalized with your shop logo.

PLATFORMS PROMOTED WITH MARKET FOR YOU



FTD Market For You will help your business target the right audience every time. We provide tailored tracking and content creation across multiple platforms.

FEATURES

- Assistance creating Facebook, Twitter and Pinterest pages
- Consulting and tracking for Facebook, Twitter and Pinterest
- Posting on your Facebook and Twitter accounts
- Creation and management of email campaigns



CLICK TO EXPLORE

To learn more and determine which Market for You package best fits your needs, visit FTDi.com/MarketforYou.

FTD FLOWER EXCHANGE

The quality of your arrangements begins and ends with the quality of your flowers. FTD Flower Exchange ships the world's finest, freshest blooms direct to you from premium growers. With multiple shipping options, custom combo boxes and open market specials, no other flower service comes close.

FTD Flower Exchange also offers the Stem Count Calculator, a unique tool that makes ordering your fresh products for FTD codified exclusives simple! Just enter in the number of codified containers for each style that you are projecting to sell, and the Stem Count Calculator will tell you how many stems per flower variety you need.


Plus, FTD has partnered with FloraLife to provide members access to flower education materials and simple steps to longer-lasting flowers. Proper care and handling is key to extending the life of your floral designs and ensures a positive customer experience. Simply log in to your FTD Flower Exchange account and submit your care and handling questions to FloraLife.



The FTD® Love Is Grand
Bouquet | **C20-5178p**


BENEFITS

- Custom logistics solutions
- Clearinghouse Statement and credit card payment options
- 24/7 online inventory
- 7-Day Satisfaction Guarantee on FTD Farm Direct standing orders
- Custom packing with Build-A-Box program
- Redeem your FTD Rewards points

 **CLICK TO EXPLORE**
Visit FTDFlowerExchange.com for exclusive daily offers at. Click on “Sign Up Today” to receive your username and password.

FLOWERS ALL HOURS

In this 24/7 world, consumers want to be able to shop when it's most convenient for them. With FTD Flowers All Hours, your shop can be open 24 hours a day, 7 days a week to collect orders. Professional FTD telephone representatives will answer your business's phone calls and take orders and messages any time, day or night. Additionally, our customer service representatives achieve a higher average order value compared to Clearinghouse averages.

 **GO FURTHER**
To learn more, please call 800.788.9000 or email FAH@FTDi.com.



FTD MASTER AND PREMIER FLORIST PROGRAMS

FTD Master Florist

The FTD Master Florist program is available to members with best-in-class quality and service. The elite FTD Master Florist designation allows you to differentiate your shop by promoting your Master Florist status to fellow florists and consumers.

To be eligible for the Master Florist program, your shop must demonstrate a record of fulfilling and delivering your FTD orders in a timely manner and with a level of quality consistent with the FTD Quality Star program. When you sign up to be a part of the FTD Master Florist Program, you will receive more than \$5,000 in benefits, including:

- A dedicated FTD Master Florist support line
- Your choice of one of three FTD Premium Services to enhance your presence among your fellow florists
- Your choice of one of three FTD products
- Your choice of one of three FTD marketing options to help you promote your Master status to potential customers



FTD Premier Florist

FTD also offers a Premier Florist Program as an additional way to differentiate your shop from the competition. To achieve Premier Florist status, your shop must qualify as an FTD Quality Member. FTD Premier Florists receive more than \$2,000 in benefits for participating in the program.



*** GO FURTHER**

To find out if you qualify as a select FTD Master or Premier Florist, contact your Field Business Consultant today!



LOCAL MARKETING

FTD provides member florists with a suite of marketing and promotional items to help you increase sales and grow your business locally. The tools and resources available offer you the opportunity to leverage the FTD Mercury Man logo, the most recognized floral brand and symbol worldwide, alongside your local brand.

These marketing and advertising programs provide value to FTD member florists by focusing on the positive sentiments of sending fresh flowers and the importance of visiting your local florist.

The Local Marketing section of FTDi.com contains a variety of tools, including:

- Newspaper and magazine advertisements
- Social media banners
- Radio advertising scripts
- Billboards
- In-store merchandising kits
- DIY mailers
- Vehicle graphics
- Care and handling materials



FTD CASH-FLO™

Look no further than FTD Cash-Flo™ for a flexible credit card program designed specifically for florists. When you process your credit cards through FTD, you will benefit by getting the lowest rates in the industry and no hidden fees.

BENEFITS

- Low processing rates
- Effectively lower your processing rates on two of the Cash-Flo programs that offer rebates based on your order sending with FTD
- Process all major credit cards in one terminal
- Utilize your existing equipment or select from a variety of options from FTD
- One simple statement for all your credit cards
- A variety of payment options to meet your cash flow needs
- Reduce fraud with address verification
- No application fees, start-up fees or postage fees

3% Flat Rate Program

The 3% flat rate program provides a great low rate combined with the convenience of one statement and one merchant ID for all credit card types. This popular program helps you easily understand your statement and manage your processing fees.

Blended Rate Programs

FTD's blended rate programs offer optimum savings for shops sending enough orders to qualify for the rebates with no hidden fees. To qualify for Cash-Flo rebates, your shop must send a minimum of 20 orders reported on the FTD Clearinghouse Statement and pay any statement debit balance by the 25th of each month.

With FTD Cash-Flo, you will save time by not having to reconcile multiple credit card statements, and you can easily pay your bills each month through the FTD Clearinghouse Statement.



Two pink calla lilies are shown against a plain white background. The lilies are positioned diagonally, with one in the upper left and the other in the lower right. They have a soft, velvety texture and a pale yellow center. The stems are green and extend downwards.

GENERAL INFO/APPENDIX

The following pages contain overviews of essential FTD policies and procedures. For more information, we invite you to visit FTDi.com or contact FTD Member Services at 800.788.9000.

FTD CLEARINGHOUSE STATEMENT

Every month, you will receive an FTD Clearinghouse Statement in the mail for the previous month's activities. The statement provides your detailed activity with FTD for the prior month. For example, in October you receive your September FTD Clearinghouse Statement.

FTD will mail your statement either on the 10th or 20th of the month. If you owe money to FTD, you will receive your statement on the 10th of the month and payment is due on the 25th of the month, regardless of weekends and holidays. If FTD owes your shop money, your FTD Clearinghouse Statement and payment check will be mailed on the 20th of the month.

For information on signing up for Electronic Funds Transfer (EFT) payments on the 10th or 20th, please contact Member Services at 800.788.9000.

You can also sign up to receive a paperless statement at FTDi.com. Unless you have opted out of receiving a paper statement, you will receive your monthly detail in the mail.

Statement information includes:


- Summary of monthly activity
- Order summary
- Rebate summary
- Check or payment coupon (dependent on monthly activity)



The FTD Blooming Embrace
Bouquet | **C22-5181p**

FTD® CLEARINGHOUSE STATEMENT

1. **Previous Balance** – The ending balance of your prior month's statement.
2. **Settlement** – Any payments sent to you or received by FTD since the last statement date.
3. **Beginning Balance** – Previous Balance plus/minus Settlements equals your Beginning Balance.
4. **Current Activity** – Current month credits/charges for goods and services provided to you by FTD.
5. **Total Balance** – Beginning Balance plus/minus Current Activity equals your Current Balance.
6. **Beginning Balance** – Previous Balance plus/minus Settlements equals your Beginning Balance.
7. **FTD Wire Orders** – The net total of outgoing and incoming orders and related activity, including the advance, international transmission charges, order adjustments and sending fees.
8. **FTD Membership** – Service fees such as Membership.
9. **FTD Floral Products** – Goods purchased from FTD Marketplace, including shipping and handling fees.
10. **Mercury Technology** – Purchase cost or rental for your FTD Mercury system and transmission charges. FTD only charges to receive an order; not to reject.
11. **Credit Cards** – Monthly credit cards processed, ACH amounts and fees for FTD Cash-Flo™ Program.
12. **Online and Other Services** – FTD Directory, FTD Flowers All Hours (FAH), FTD Florists Online (FOL) and other miscellaneous credits/charges.
13. **SAF Subscriptions** – Other non-FTD credits/charges.
14. **FTD Univeristy and Quality** – FTD Quality Assurance fee and FTD University.
15. **FTD Rebates** – Amount earned for Dollars & Scents™ and Cash-Flo™ rebates.



Florists' Transworld Delivery, Inc.
Member Services:
1-800-788-9000

Date:
Member Name:
Member Number:
Closing Date:

Increase your florist-to-florist order potential with advertising opportunities in FTD Florist Link.
For more information about the online directory, call your National Marketing Consultant at 800-788-9000.

Summary of Monthly Activity

1	Previous Balance:	\$	
2	Settlement:		
3	Beginning Balance:		
4	Current Activity:		
5	TOTAL BALANCE:	\$	

Report of Order Filled (ROF) should be sent to:
313 Woodcreek Dr., Downers Grove IL, 60515-5412.
They may also be faxed to 630-755-2703.

Billing Issues/Adjustments/Correspondence should be sent to:
313 Woodcreek Dr., Downers Grove IL, 60515-5412.
They may also be faxed to 630-755-2703.

Billing Issues/Adjustments/Correspondence should be sent to:
313 Woodcreek Dr., Downers Grove IL, 60515-5412.
They may also be faxed to 630-755-2703.

* Credits will appear on next month's statement assuming all program qualifications are met. The past due notice service charge for FTD Members is \$50. All questions regarding billing issues must be submitted in writing to FTD Headquarters within 60 days of receipt of the FTD Clearinghouse statement.

A. BEGINNING BALANCE

B. FTD WIRE ORDERS

C. FTD MEMBERSHIP

D. FTD FLORAL PRODUCTS

E. MERCURY TECHNOLOGY

F. CREDIT CARDS

G. ONLINE & OTHER SERVICES

H. SAF SUBSCRIPTIONS

I. FTD UNIVERSITY & QUALITY

J. FTD REBATES

K. TRANSFERS & PAYMENTS

TOTAL BALANCE: \$

See reverse side for continuation.

6

7

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Florists' Transworld Delivery, Inc.
Lockbox #123456
8126 Solutions Center
Chicago, IL 60677-4004

Payment Coupon

Date:
Member Number:
Due Date:
Amount Due:

IMPORTANT: This amount has been electronically transferred to your bank account and should be available to you the next business day following the 28th of the month. For verification call 1.800.366.2.EDC.

DUSAM 02/08/00 001 1004

380634

16. **Transfers and Payments** – EFT payment to you, as well as other miscellaneous credits/charges.
17. **Total Balance** – Beginning Balance plus/minus Current Activity equals your Total Balance.
18. **FTD Check or Payment Coupon** – Amount due to you or owed to FTD for your ending statement balance. FTD checks are mailed on the 20th of each month. A check is issued to you if your ending credit balance is \$1.00 and greater. Payments are due on the 25th of each month. FTD Electronic Check is transmitted on the 10th or 25th (or next business day) and Electronic Debit is transmitted on the 25th of each month. Payment mailing addresses are as follows:

For U.S. Customer Payments:
Florists' Transworld Delivery
Lock Box #774440
4440 Solutions Center
Chicago, IL 60677-4004

For Canadian Customer Payments:
FTD Canada
P.O. Box 57480
Station A
Toronto, ON, Canada M5W 5M5

*** QUESTIONS?**
 Call us at 800-788-9000



FTD® CLEARINGHOUSE STATEMENT

	A	B	C	D	E	F
	Activity Summary January 2015					
	FTD Order Summary					
		YTD Orders	YTD Activity	Current Orders	Current Order Values	Current Activity
G	1 FTD Orders Outgoing	8	\$ 1,009.00	1	\$ 60.00	\$ 60.00
H	2 Commissions earned on Outgoing FTD orders		\$ 201.80CR			\$ 12.00CR
I	3 FTD Orders Incoming	76	\$ 5,080.83CR		\$.00	\$.00
J	4 Commissions given on Incoming FTD orders		\$ 1,016.16			\$.00
K	5 FTD.COM Orders Incoming		\$.00		\$.00	\$.00
L	6 Commissions given on Incoming FTD.COM orders		\$.00			\$.00
M	7 Marketing and Clearinghouse Advances		\$ 355.65			\$.00
N	8 Net Total of FTD Orders (The sum of Lines 1 through 7)		\$ 2,901.82CR			\$ 48.00
	FTD Rebate Credit					
O		YTD Orders	YTD Activity	Current Orders	Current Order Values	Current Activity
P	9 Dollars & Scents™ Order Rebate *		\$.00			\$.00
Q	10 Cash Flo™ Rebate		\$.00			\$.00
R	11 Total FTD Rebate (Sum of lines 9+10)		\$.00			\$.00

Report of Orders Filled (ROF) should be sent to: 313 Woodcreek Drive, Downers Grove, IL 60515-5412. They may also be faxed to 630-719-2702.
Billing Issues/Adjustments/Correspondence should be sent to: 313 Woodcreek Drive, Downers Grove, IL 60515-5412.
All Clearinghouse payments should be sent to: Lockbox #774440, 4440 Solutions Center, Chicago, IL 60677-4004.

* Credits will appear on next month's statement assuming all program qualifications are met.
The past due notice service charge for FTD Members is \$50.
All questions regarding billing issues must be submitted in writing to FTD headquarters within 60 days of receipt of the FTD Clearinghouse statement.

Item no. 1.13

- A. **FTD Order Summary** – Year-to-date and current month outgoing and incoming order activity, commissions and advances.
- B. **YTD Orders** – Number of year-to-date outgoing and incoming orders based on a calendar year.
- C. **YTD Activity** – Year-to-date values for outgoing and incoming orders, commissions and advances based on a calendar year.
- D. **Current Orders** – Number of current month outgoing and incoming orders.
- E. **Current Order Values** – Current month values for outgoing and incoming orders.

- F. **Current Activity** – Current month values for outgoing and incoming order activity, commissions and advances.
- G. **FTD Orders Outgoing** – The number and value of FTD orders sent by you.
- H. **Commissions Earned on Outgoing FTD Orders** – 20% commission earned on the value of FTD outgoing orders.
- I. **FTD Orders Incoming** – The number and value of FTD orders filled by you.
- J. **Commissions Given on Incoming FTD Orders** – 20% commission given to the sending florist on the value of FTD incoming orders.

- K. **FTD.com Orders Incoming** – The number and value of FTD.com orders filled by you.
- L. **Commissions Given on Incoming FTD.com Orders** – Commission given on the value of FTD.com orders.
- M. **Marketing and Clearinghouse Advances** – Given on the value of incoming FTD and FTD.com orders. Percentages may vary.
- N. **Net Total of FTD Orders** – Sum of commissions earned on outgoing FTD orders, net of FTD and FTD.com incoming orders and advances. FTD orders outgoing values are not included in this total.
- O. **FTD Rebate Credit** – Earned and potential earnings of Dollars & Scents™ and Cash-Flo™ rebates.
- P. **Dollars & Scents™ Order Rebate®** – YTD activity represents actual calendar year earnings credited to your statement. Current activity represents the potential rebate earnings on the value of outgoing FTD orders.
- Q. **Cash-Flo™ Rebate** – YTD activity represents actual calendar year earnings credited to your statement. Current activity represents the potential rebate earnings on the matched value between outgoing FTD orders and credit card activity.
- R. **Total FTD Rebate** – The sum of your Dollars & Scents and Cash-Flo rebates.

FTD reserves the right to claim and apply all funds and credits under its control to balances owed to FTD. All questions regarding billing issues must be submitted in writing to FTD Headquarters within 60 days of receipt of the FTD Clearinghouse Statement.



SENDING & FILLING ORDERS

All FTD orders received via the FTD Mercury Network are automatically reported to the FTD Clearinghouse. Included are those orders received via the call forwarding facility at FTD Headquarters and International Retrans orders sent over your system. These orders should not be placed on your Report of Orders Filled form.

FTD orders received by phone directly from the sending florist must be reported to FTD Headquarters. Use the “REC” message within Mercury or the Report of Orders Filled form. Teleflora orders received via Mercury—both electronically and through the call forwarding facility—are also automatically reported to their respective Clearinghouses. If the Report of Orders Filled form is used, the form must be received by 3:00 p.m. (CST) on the last business day of the month at FTD Headquarters.

Low Sending

Florists must send at least 20 orders per active location, per month. Otherwise, a fee of \$19.95 U.S. (\$22.95 CAN) is charged.

Reciprocity

Florists with a ratio of incoming to outgoing orders of 3 to 1 or greater during any given month will be charged a 5 percent Clearinghouse surcharge on all incoming orders. This surcharge will remain in effect during any future month in which the ratio is greater than 3 to 1.

Social Media Policy for Florists

Social media is a popular and common way to communicate. FTD has two separate Facebook communities as well as a presence on other social media channels. We will do our best to ensure that the FTD Flowers and Mercury Network Facebook communities are a fun, informative and encouraging destination for everyone, including our members, their owners and employees. Postings may be moderated and all comments are reviewed and must comply with FTD’s social media policy found at FTDi.com.

To ensure productive and respectful exchanges, we encourage:

- Conversations that rally around the benefits of the FTD brand and services
- Comments that will help us understand how to better serve our customers
- Engaging FTD and your peers in positive, supportive and fun dialog

*** GO FURTHER**

To review the full social media policy, go to FTDi.com.



The FTD Starshine Bouquet | D9-5211p



HOW TO SEND AN FTD ORDER

Proper knowledge of selling and sending FTD orders is an important part of your FTD Membership. Please follow the standards and guidelines below to guarantee all FTD orders are properly sold and sent.

Selling an FTD Order

- Get the recipient's full name, telephone number and address.
- Allow enough time for design and delivery. The suggested cutoff time for same-day delivery is 12 p.m. in the recipient's time zone.
- Ask for an alternative order choice and explain reasons for possible substitution of flowers or containers.
- Point out and explain delivery charges, which are included in the price of the order.
- Give the customer a copy of the itemized sales receipt, unless it is a phone or Internet order.

Sending an FTD Order

Please use the following guidelines when transmitting FTD orders to the filling florist through the Mercury Network or over the telephone.

- Use only the most current issue of the FTD Directory and Toll-Free Listings (the "FTD Directory").
- Be sure to check the filling Member's listing for codification to help eliminate the chance of order refusal.
- Include delivery charges in the price of the order. Curtailment of orders (i.e., transmitting less than the full amount of the order paid or subtracting a transmission and service charge) is prohibited and constitutes a material violation of these Rules and Regulations. Curtailment is a serious offense punishable by immediate disciplinary action including but not limited to a reduction in rebates paid to the sending florist, fine, suspension or termination of your FTD Membership.

Using the Mercury Network

See your Mercury Operator's Handbook instructions on "How to Send an FTD Order" using your Mercury system.

Using the Telephone

- Write out and dictate all orders communicated over the telephone for the filling florist. Spell all proper names and unusual words.
- Have the filling florist read back and verify the entire order.



HOW TO FILL AN FTD ORDER

An important aspect of your FTD Membership is knowing the proper way to handle FTD orders. Below is a checklist on how to properly fill FTD orders. Please follow these instructions carefully in order to ensure satisfactory FTD service to your customers and to your fellow FTD Florists.

- FTD Members must fill all properly transmitted FTD orders, giving full value and complete customer satisfaction, the same as you do for your local customers.
- Any member who refuses to accept and fill a properly transmitted FTD order is subject to suspension or other disciplinary action.
- All FTD orders must be filled for 100 percent of the gross amount of the order at prices prevailing in the filling member's shop.
- The filling member may not apply a higher markup to FTD orders than he or she does to orders for local customers.
- You should have knowledge of FTD orders, your shop's delivery facilities and the products and services available.
- Know the price and product codifications in the current issue of the FTD Directory. You must abide by them.
- Use only fresh flowers and plants.

Sending an FTD Order to Canada

There are many factors to take into account when sending orders to Canadian FTD Members. The exchange rate and several different taxes all have an impact on the final value at which a Canadian Member fills an order. All orders to Canada are subject to the monetary exchange rate. Additionally, there are different tax rates in various provinces that impact the value of the order to be filled.

*** GO FURTHER**

For the most current exchange and tax rates, visit FTDi.com/Directory/ExchangeRate.htm or review your FTD Directory.



The FTD Lush Life Rose
Bouquet | **E2-5240p**

REPORT OF ORDERS FILLED FORMS

“Report of Orders Filled,” otherwise known as “ROF” forms, should be used if you need to report an order that did not come over the Mercury Network. All orders processed over the Mercury Network are automatically reported and no additional paperwork is necessary.

How to Complete ROF Forms

Follow these easy instructions to complete an ROF form. For your convenience, forms are enclosed in your FTD New Member Kit. Additional ROF forms are available on FTDi.com. For a non-Mercury order be sure to include the following:

- Sending member code number
- Sending member shop name
- Delivery date (month and day)
- Recipient full name (first and last)
- Recipient address (street, city, state, zip code)
- Recipient telephone number
- Gross dollar amount

All fields must be filled out; otherwise the system will reject it. The “Date of this Report” field is for your records only. FTD Members have 60 days from the date of delivery to report their telephone orders to FTD Headquarters.

Guidelines for ROF Forms

For expediency and efficiency in processing your ROF forms, please be aware of the following guidelines and procedures:

- If you have access to the Mercury Network, please send your phone orders as an “REC” message. Review your Mercury Network manual for additional instructions under “Orders and Messages” on how to send an REC. If you need help, contact Mercury Support at 888-309-2244.
- The Clearinghouse Statement cutoff is the last business day of the month. The cutoff for receiving RECs is 11:00 pm (CST) on the last day of the month. For ROFs, it is 3:00 pm (CST) on the last business day of the month. This means that any activity received after these deadlines will be processed and reflected on the next month’s statement.

Where to Mail Your ROF Forms

If you do not have a connection to the Mercury Network, you need to mail in your ROF forms weekly. Any ROF forms submitted must be received by 3:00 p.m. (CST) on the last business day of the month at FTD Headquarters.

PLEASE MAIL TO THE FOLLOWING ADDRESS:

DP Center, FTD
3113 Woodcreek Drive
Downers Grove, IL 60515

Redeeming International-Flora Checks

- No form needed
- Please put your FTD code and name of the shop on the back of the Flora Check

PLEASE MAIL ORIGINAL FLORA CHECK TO:

FTD
Attn: International Retrans
3113 Woodcreek Drive
Downers Grove, IL 60515, USA



INTERNATIONAL RETRANS

Link to a worldwide network of thousands of quality-driven international florists from 150 countries around the globe through FTD® International Retrains. One low fee covers everything—transmission of your order, service charges and access to our customer service staff. FTD handles the currency conversion, translations and inquiries.

Retrans Is Your Best Choice When Sending Worldwide

- Your order is always given priority handling—all orders are important to FTD.
- No special handling or requirements for next-day delivery, except in Far East countries.
- Same-day delivery is available for orders to Latin America and the Caribbean if they are sent to FTD by 9:00 a.m. (CST).
- You and your customer can rely on the Interflora Satisfaction Guarantee.
- We will check on price and availability for special orders, confirm delivery and follow up on your order as needed—at no extra cost.

Send a Retrains Order Over the Mercury Network

1. FTD order (press “Order” key, then “FTD Order” key).
2. Filling florist code: Use the Mercury number listed for the country the recipient lives in (see the FTD Directory for the Mercury Number/Country Code).
3. Recipient’s name.
4. Complete and accurate address.
5. Telephone number (strongly encouraged).
6. Delivery date.
7. First choice (note: FTD Floral Selections Guide products are not available overseas. Please specify an Intercat Selection found in the online International Delivery Directory or a generic choice such as “bouquet,” “arrangement,” “green plant,” “funeral spray,” etc.).
8. Second choice.
9. Price of the order in U.S. or Canadian dollars.
10. Card message.
11. Special instructions, if any.
12. You can also send a Retrains order via fax to 630-719-7861 or via email to Retrans@FTDi.com.



The FTD Cosmopolitan Arrangement
| C23-5188p

*** GO FURTHER**

For more details on sending and receiving international orders, please see your FTD Directory.



MEMBERSHIP RULE 2

Members may use the emblem and other marks of Florists' Transworld Delivery, Inc. ("FTD") in their advertising or upon their stationery, but only as authorized by FTD®. Members shall terminate any usage that is not authorized by FTD or to which FTD objects. Members shall display no version of the emblem other than the current official emblem, unless authorized by FTD.

- a. All Members shall display at all times in or upon the window or front of their shops or places of business, the current official FTD emblem.
- b. All Members are authorized to use the current official FTD emblem and the acronym FTD in their advertising within their shop or shops, or upon their stationery for the purpose of identifying their shop as a member of FTD.
- c. All Members are authorized to use in their advertising the FTD Marks which identify products and services provided by FTD, provided that the Member has those products and services available in his/her shop.
- d. No Member shall use the FTD Marks or marks confusingly similar in an advertisement in any medium unless the advertisement contains a clear, conspicuous and prominent statement of the shop's name. In addition, no Member shall use the licensed FTD Marks or marks confusingly similar thereto in an advertisement in any medium under or including a business name or DBA name that is different than the shop's name as listed with FTD in its application documents or other subsequent documents verifying a change of name.
- e. No member shall use the licensed FTD Marks or marks confusingly similar thereto in any advertisement that circulates substantially in areas outside of his or her shop's normal delivery area unless the advertisement contains a clear, conspicuous and prominent statement of the shop's name and actual city and state location.
- f. No Member shall represent itself as FTD in its advertising or otherwise, but only that it is a Member of FTD. No Member shall use the FTD acronym as a component of the Member's business name, or as a part of any telephone number or telephone listing or domain name which is published or otherwise promoted to the public.
- g. No Member shall use any of the licensed FTD Marks (including, without limitations, the FTD emblem and the acronym FTD) or marks confusingly similar thereto in electronic communications media, such as the Internet, as any part of:
 - i. a trade name, company name or user name;
 - ii. a Uniform Resources Locator (URL) or domain name;
 - iii. an email address;
 - iv. search engine indexing information or a search engine keyword, except as deemed permissible under the FTD Brand Protection Policy which can be accessed at FTDi.com.

NOTE

As required by Membership Rule #2e, Members shall not use any of the licensed FTD Marks or marks confusingly similar thereto in any non-local (e.g., Internet) advertising, unless the advertisement contains a clear, conspicuous and prominent statement of the shop's name and actual city and state location. The remaining subparts of Membership Rule #2 apply equally to all electronic and print communications media and as deemed permissible under the FTD Brand Protection Policy.



MEMBERSHIP RULE 2 (CONT.)

Interpretation of Membership Rule 2

The purpose of Membership Rule 2 is to protect the trademarks of FTD® and to foster truthful advertising. The authorization to use the emblem and other FTD Marks is limited to the Member shop and only permits that shop to represent that the shop is a Member of FTD and that the shop has available to it the products and services identified by the emblem and other marks of FTD. A Member has no right to represent itself as FTD, but only that it is a Member of FTD.

Whenever the emblem and other FTD Marks are used by a Member in advertising the nature of the service provided by its shop, the advertising must be truthful. Customers have the right to know whether they are dealing directly with FTD or directly with the shop of a Member of FTD. A Member who misuses the marks in its advertisement by minimizing or failing to state the identity of its own shop name in those advertisements, or by including business names other than the shop's name as identified on its signage and on the Member's application with FTD is likely to confuse the public.

For purposes of determining whether an advertisement contains a clear, conspicuous and prominent statement of the shop's name and actual location, it shall be presumed that an advertisement meets this requirement if the height of the FTD marks are not more than three times the average height of the letters in the shop's name and actual city and state location; any advertisement that does not satisfy this presumption must first be approved by FTD or the Member may be subject to discipline.

As the sole owner of the FTD emblem and other trademarks, FTD has the right at any time to terminate usage by any licensee which is unauthorized or to which it objects, or which fails to meet its standards.



The FTD Contemporary Rose
Bouquet | **E7-5241p**



TAKE YOUR BUSINESS FURTHER™

