

FIRST *impressions*™

FULL-COLOR IMAGE PACKAGES

who do you want to be?



refreshing?



care
free?

traditional?



trendy?



be
INSPIRED

be
CREATIVE

be
YOURSELF

Jh™
JOHN HENRY®
experience by design™

FIRST *impressions*TM

FULL-COLOR IMAGE PACKAGES FROM JOHN HENRY®

brand vs. bland

Consumers absorb more powerful messages about a brand from its visual elements than they consciously realize. Brands paint pictures in the mind — about businesses, products and services, and the consumers they seek to attract. When someone buys a brand, they are buying the concept the brand stands for because they like what it says about them. ■ If your brand lacks visual punch, it may be delivering a message you're not intending to send. It's important to realize how your brand is perceived. Business communication tools may seem like a necessary cost of doing business, but they play a more important role than many assume. It's not just a business card or an envelope — it's a *FIRST impression*.

Please note that some designs are shown with a custom logo that may not translate well to every shop name



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HOMELAND
COLLECTION

5

GRACIOUS LIVING
COLLECTION

9

PURPLE PASSION
COLLECTION

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ALFRESCO EASE
COLLECTION

15

BOTANICA
COLLECTION

17

BELLISSIMO
COLLECTION

21

SPICE ROUTES
COLLECTION

23

NATURE'S SPLENDOR
COLLECTION

25

URBAN
COLLECTION

27

FLYING COLORS
COLLECTION

FIRST *impressions*™

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SPRING TULIP™

CALL TOLL-FREE AT 866.448.8300 TO REQUEST A FIRST IMPRESSIONS™ PACKET

A rich, colorful feeling of comfort. A bold look that gets right to the heart of the matter.

HOMELAND

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FLOWER MARKET™



BISCAYNE™



HOMESTEAD™



SOHO™

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RED ROSE DYNASTY™

CALL TOLL-FREE AT 866.448.8300 TO REQUEST A FIRST IMPRESSIONS™ PACKET

Nourishes the soul, and makes
life grand. A classic revisited.

GRACIOUS LIVING



FLORAL CHARISMA™



ENGLISH ROSE™



CLASSIC MARBLE™



LILY ELEGANCE™

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FIRST *impressions*™

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FULL-COLOR IMAGE PACKAGES FROM JOHN HENRY®



EMBOSSED FLOURISH™

CALL TOLL-FREE AT 866.448.8300 TO REQUEST A FIRST IMPRESSIONS™ PACKET



UMBRIA ROSE™



EMBOSSSED MIST™



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FLORAL WATERFALL™



AMETHYST BOUQUET™

violet, lavender, amethyst and plum
come together in delightful decadence.

PURPLE PASSION

9



PURPLE HAZE™



DAISY CROWN™



HYDRANGEA GARDEN™



EVERYDAY BOUQUET™

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CAREFREE TULIPS™

Nature, it's living relaxed and carefree.
the senses. It's the simple stuff that rises to the top.

ALFRESCO EASE



GERBERA FIESTA STRIPE™



GRAPE HYACINTH STRIPE™



SHERBET STRIPE™



LILAC STRIPE™

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AWNING STRIPE™

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OLIVE STRIPE™



TULIP PARISIAN STRIPE™



ALSTROEMERIA PARISIAN STRIPE™



IRIS PARISIAN STRIPE™

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BOTANICAL TREASURES™

or jungle, to a lush bouquet, or a single perfect blossom. As always, nature nurtures.

BOTANICA



IRIS™



PHLOX™



LILY™



CYCLAMEN™

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DAISY DREAM™

impassioned ambiance is always in
full bloom. Quite simply, pretty as a picture.

BELLISSIMO

17



ROSE BEAUTY™



TULIP CHARM™



GARDEN ROSE™



PETALS™

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FULL-COLOR IMAGE PACKAGES FROM JOHN HENRY®



FLOWER SWIRL™

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LILY GARDEN™



DAISY GARDEN™



BLUSH BOUQUET™



EMBOSSSED FLOURISH™

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FIRST*impressions*TM

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FULL-COLOR IMAGE PACKAGES FROM JOHN HENRY®



FROM EAST TO WESTTM

CALL TOLL-FREE AT 866.448.8300 TO REQUEST A FIRST IMPRESSIONSTM PACKET

Sumptuous. Rich with spicy details.
Transport yourself to a new destination.

SPICE ROUTES

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FLORAL TRADES™



TUSCAN ZEST™



MOSAIC MAIZE™



PHOENICIAN FLOWER™

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NATURE'S SPLENDOR™

lines and neutral colors of a perspective
at once graphic and clean, and quite refreshing.

NATURE'S SPLENDOR

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TULIP HAVEN™



IN THE AIR™



CHRYSANTHEMUM™

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FULL-COLOR IMAGE PACKAGES FROM JOHN HENRY®



METRO STRIPE™

CALL TOLL-FREE AT 866.448.8300 TO REQUEST A FIRST IMPRESSIONS™ PACKET

Sleek lines, uncluttered space and spots
of color. Modern with a sliver of tradition.

URBAN

25



ASPEN SILHOUETTE™



CHIC PETALS™



WATER SPIRALS™



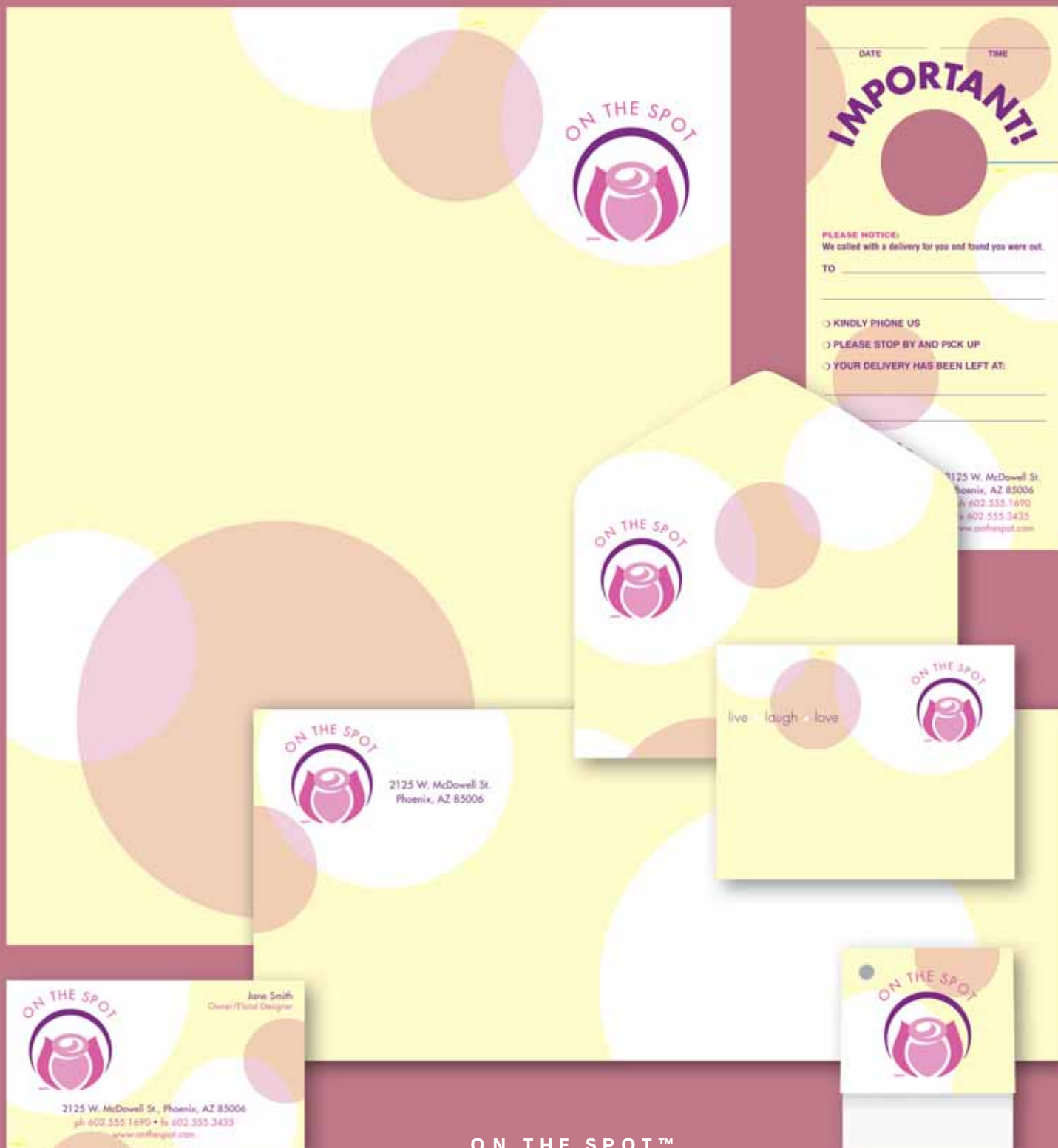
GOTHAM GARDEN™

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FULL-COLOR IMAGE PACKAGES FROM JOHN HENRY®



ON THE SPOT™

CALL TOLL-FREE AT 866.448.8300 TO REQUEST A FIRST IMPRESSIONS™ PACKET

Completely freshened to revive the spirit.
A blend of colors and patterns that soar.

FLYING COLORS

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POWER FLOWER™



GRAPE EXPECTATIONS™



SPIROBLOOM™



RETRO VERVE™

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SUNSHINE IN™