John Henry® WEDDING FLOWER STYLE

176 PAGES, MORE THAN 450 PHOTOS, OVER 650 FLORAL DESIGNS

• 8 color sections, featuring 8 complete weddings and one Your Own Style page per section
• Cake Gallery - eighteen beautiful cakes with stunning flower accents
• Finishing Touches - four pages featuring more than a dozen additional floral ideas
• Design Transitions - ten pages showing how designs change as additional flower content is added
• Weddings-To-Go - a base package of essentials for a small, cost-conscious wedding

HA0991 $129.95
[2-book set plus CD-ROM]

design handbook
176 PAGES WITH COMPLETE RECIPES, COLOR PHOTOS, SUGGESTED RETAIL PRICING, DESIGN TIPS AND MORE. INCLUDES TWO ARTICLES:

• “How To Do Amazingly Successful Wedding Consultations” by Sharon McGukin, AAF, AIFD, PFCI
• “Wedding Marketing” by Tina Stoecker, AIFD

LARGE oversized FORMAT (13x9.5"

pricing program & web-ready images cd
EASILY PRICE EVERY ARRANGEMENT IN THE BOOK!
John Henry® wedding flowers tips & techniques

- 80 pages featuring full-color photos
- Coated wire binding allows 8.5 x 11” pages to lie flat when book is open
- Step-by-step photos with complete how-to descriptions
- Hundreds of ideas and advanced techniques for creating beautiful bouquets, corsages, boutonnieres, ceremony and reception flowers

HA0944 $29.95 SPECIAL!

promotional booklet

- 5.5 x 8.5”, 8-page foldout with full-color photos
- Your shop name printed on back in black ink
- Great for promotional mailings or handouts at bridal salons/shows

HH0991

web-ready image CD’s

EACH CD CONTAINS ALL IMAGES IN WEB-READY RESOLUTION (72-DPI) FOUND IN THE ORIGINAL DESIGN BOOK
EACH JEWEL CASE CONTAINS A TITLE INSERT INCLUDING A USAGE DISCLAIMER AGREEMENT

$49.95

HD0003 CLASSIC WEDDING FLOWERS
HD0005 WEDDING FLOWERS
HD0006 SYMPATHY FLOWERS
HD0007 PROM & HOMECOMING FLOWERS
HD0013 CLASSIC TRIBUTES II
HD0014 PROM & HOMECOMING 2 NEW!

HD0007
HD0005
HD0006

NEW HD0014
NEW John Henry® prom & homecoming flowers 2

THE BEST-SELLING PROM BOOK IN THE FLORAL INDUSTRY IS BACK!
And it’s bigger and more exciting than the first. Packed full of creative ideas and innovative designs, it features page after page of the most stylish wearable flowers.

- Featuring 170 all-new designs
- 96-page design book
- Handbook with complete recipes
- Great for weddings and special events

HA0943 $79.95
Two-book set

John Henry® prom and homecoming flowers 2
web-ready images CD

- CD contains all images found in the design book
- Jewel case contains a title insert including a usage disclaimer agreement

TO PROTECT JOHN HENRY® ASSETS, IMAGES ARE NOT SUITABLE FOR PRINTING, BUT WILL LOOK GREAT ON A WEBSITE [72 DPI]

HD0014 $49.95

your prom flowers promotional booklet

- 3.5 x 6", 8-page foldout with full-color photos
- Your shop name printed on back in black ink

HH1004
LIMITED QUANTITIES AVAILABLE

<table>
<thead>
<tr>
<th>your prom flowers booklet</th>
<th>with imprint</th>
</tr>
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<tbody>
<tr>
<td></td>
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<tr>
<td></td>
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<tr>
<td></td>
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<td>$.40</td>
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To mail, use our 6 x 9" white envelope
EM0836 $7.90/100

PRICE EACH
**John Henry® everyday flowers**

- Designed for florists by florists
- Divided into 6 sections with more than 200 arrangements for all occasions, holidays, special events, weddings, sympathy, and more
- Great for sending florist-to-florist orders
- 128 pages; large, oversized format, 13 x 9.5”
- Includes design handbook with color photos, easy-to-follow recipes, complete resources, accurate pricing and profitable labor charges
- CD-ROM with pricing program and web-ready images

**HA1001 $99.95**
Two-book set plus cd-rom

---

**John Henry® floral fan deck™**

- Over 600 flowers featured
- Close-up photo of variety on the front of each 4.25 x 5.75” card; full-length photo of variety and information on each card back
- Features information about characteristics, availability, lasting quality, size, packaging, flower and color meaning, floral form, fragrance & dryability, and care information

**HI0002 $99.95**
classic tributes II

- Over 185 sympathy designs
- 96 pages, full-color photos
- Timeless arrangements
- Great selling tool for funeral directors
- Features casket sprays and coordinated family flowers, funeral arrangements, easel designs, flowers for the home and plants
- Includes design handbook with color photos, easy-to-follow recipes, complete resources, accurate pricing and profitable labor charges

HA1003 $39.95
Two-book set

web-ready image CD
CONTAINS ALL IMAGES
IN WEB-READY RESOLUTION
[72-DPI] FOUND IN THE ORIGINAL DESIGN BOOK
EACH JEWEL CASE CONTAINS
A TITLE INSERT INCLUDING A USAGE DISCLAIMER AGREEMENT

CLASSIC TRIBUTES II HD0013
[LOW RESOLUTION IMAGES]
$49.95
John Henry® sympathy flowers tips & techniques

- 80 pages featuring full-color photos
- Coated wire binding allows 8.5 x 11” pages to lie flat when book is open
- Step-by-step photos with complete how-to descriptions shot from the florist’s point of view
- Hundreds of ideas and advanced techniques for creating stunning casket sprays, memorials, personalized tributes and sympathy arrangements

HA0951 $29.95 SPECIAL!

John Henry® sympathy flowers
A COMPLETE REFERENCE GUIDE AND SALES TOOL

- Large, viewer-friendly format 13 x 9.5”, oblong
- 152 pages of exquisite photography and floral design
- 8 color sections
- Expanded memorial section
- Honors and recognizes hobbies and individual accomplishments
- Classic flower and style sections
- All-in-one beautiful design book with accompanying handbook

HA0960 $69.95 each

John Henry® sympathy flowers
WEB-READY IMAGES CD

- CD contains all images found in the original design books
- Jewel case contains a title insert including a usage disclaimer agreement

TO PROTECT JOHN HENRY® ASSETS, IMAGES ARE NOT SUITABLE FOR PRINTING, BUT WILL LOOK GREAT ON A WEBSITE [72 DPI]

HD0006 $49.95
year 2010 wall calendars

POWERFUL PROMOTION IS EASY WITH THE 2010 WALL CALENDAR
- 7.875 x 10.75”
- 12 calendar months
  [January 2010 through December 2010]
- Personalized with your shop name on the extended cover
- Imprint area is sized .875 x 10.5”
- Year-at-a-glance calendars for 2010, 2011 and 2012
- List of the year’s holidays and special events and an anniversary gift list
- Flower and plant care and handling tips
- Prior and future calendars featured on each month
- Coordinates with 2010 Date Book for double the impact

HL2010 2010 Wall Calendar

white envelope
9.5 x 12.5”
- Use for mailing wall calendars
- Imprint ink colors: black, blue and green
EM1833 NO IMPRINT $20.00/100
MINIMUM ORDER: 100

2010 wall calendar

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<thead>
<tr>
<th>Quantity</th>
<th>Price/Unit</th>
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9.5 x 12.5” EM0833 white envelope (with imprint)

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<tr>
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<tr>
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<td>$.30</td>
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minimum order: 500
call for additional quantity pricing
year 2010 date books

- 13 calendar months [December 2009 through December 2010]
- Year-at-a-glance calendars for 2010 and 2011
- List of the year’s holidays and special events and an anniversary gift list
- Flower and plant care tips
- Space to record personal information and “Frequently Called Numbers”
- Space for “Special Occasions to Remember” and “Advance Planning”

HG2010 2010 Date Book
WITH AN IMPRINT AREA ON THE FRONT AND THE BACK OF THE JOHN HENRY® IMPACT! IMAGE® DATE BOOK, YOU GET TWICE THE PROMOTIONAL PRESENCE FROM A SALES TOOL THAT CUSTOMERS WILL USE REGULARLY ALL YEAR LONG

6.625 x 4” PERSONALIZED WITH YOUR SHOP NAME ON FRONT AND BACK

<table>
<thead>
<tr>
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call for additional quantity pricing
GET PERSONAL!
Is your shop name getting out to your customers and potential clients? Keep your shop name in their minds with seasonal offerings and coupons. We can help you create a message, or create your own! Review our complete selection at www.jhc.com.

- Creative themes for Everyday, Spring, Fall, Christmas, Valentine’s Day and more!
- Custom-printed with your shop logo, name and contact information
- Area for special offer [if desired]

8.5 x 5.5” LARGE
5.875 x 4.125” SMALL

postcards, price each

<table>
<thead>
<tr>
<th></th>
<th>small</th>
<th>large</th>
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</thead>
<tbody>
<tr>
<td>1000</td>
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<tr>
<td>10,000</td>
<td>$0.08</td>
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set-up for standard design $75.00
minimum order: 1000

postcards

- HALLOWEEN TREATS
  HP2510 LARGE

- FALL FLOURISHES
  HP2514 LARGE

- YOU’RE INVITED
  HP1309 SMALL  HP2309 LARGE

- HOLLY JOLLY
  CF0196 LARGE

- HOLIDAYS ARE HERE
  CF0195 LARGE

- HOME FOR THE HOLIDAYS
  CF0194 LARGE

- THANK YOU
  HP1407 SMALL  HP2407 LARGE

- WE’VE MOVED
  HP3404 SMALL  HP4404 LARGE

- IT’S TIME FOR FLOWERS
  HP2511 LARGE

- WEDDING BLOOM
  HP1422 SMALL  HP2422 LARGE

VIEW COMPLETE SELECTION ONLINE
www.jhc.com
John Henry® 4-up laser postcards

WHAT ARE THEY?
- Designed by John Henry®
- They’re an 8.5 x 11” sheet perforated both directions to create 4 postcards
- Run them through your laser printer to personalize each back, or let us print the back for you

<table>
<thead>
<tr>
<th>4-up laser postcard</th>
<th>blank</th>
<th>back imprint</th>
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<tr>
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Minimum order: 250 for un-imprinted postcards, 1000 for imprinted postcards
christmas 2009 brochures

STAND OUT FROM THE CROWD!
Attract new customers, maintain current customers or promote the holidays.
- Trifold [as shown] 16.5 x 8.5” folds to 5.5 x 8.5”
- Single fold [as shown] 11 x 17” folds to 8.5 x 11”
- Insert 6 x 3.5”

[PRICING SHOWN ON PAGE 71]

HOLLY JOLLY CF0214 [insert]

HOLLY JOLLY CF0193 [trifold] most popular size!

HOLLY JOLLY CF0190 [single fold]

HOLLY JOLLY INSIDE [SINGLE FOLD]

HOLLY JOLLY INSIDE [TRIFOLD]
ORDER DEADLINES
OCTOBER 12, 2009 FOR FIRST-CLASS MAILINGS | SEPTEMBER 28, 2009 FOR BULK MAILINGS

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<table>
<thead>
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<th>postcards, price each</th>
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<tbody>
<tr>
<td>1000</td>
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<tr>
<td>5000</td>
<td>.15</td>
</tr>
<tr>
<td>10,000</td>
<td>.12</td>
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<tr>
<td>set-up charge of $75.00</td>
<td>minimum order: 1000</td>
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image ease® corrugated plastic signs
- 2 sizes available
- Over 30 designs found online at www.jhc.com

SMALL SIGN HOLDER UD0506
LARGE SIGN HOLDER UD0507
corrugated sign holders
- Large décor sign holders
- Available in two sizes
- Adjustable height
small sign holder 16.5 x 23.5” UD0506
large sign holder 24 x 34” UD0507

bench cards
- Quickly create professional signs to broadcast your message
- Over 20 designs coordinate with variety specific bench cards for an impressive presentation
11 x 7”, 8 x 10” [not shown], 7 x 5”

bench card
<table>
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<tr>
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<tr>
<td>8 x 10” &amp; 11 x 7”</td>
</tr>
<tr>
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<tr>
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banners
- 2 sizes available
- Over 30 designs found online at www.jhc.com

mixed bouquets

mounting hardware kit for vertical banners
- Two sturdy fiberglass rods and two no-rust brackets hold Vertical Banners taut even in strong winds
- Simply slip off banners to update your seasonal message
- Attach without nails or screws
- Use on any upright pole over 3” in diameter
36” long UA0001

your logo here

your message here

JOHNHENRY® PHONE 866.448.8300 FAX 800.968.5646 www.jhc.com