

# JOHNHENRY® W E D D I N G F L O W E R S T Y L E



HA0991



John Henry®  
wedding flower  
style design book  
176 PAGES, MORE THAN  
450 PHOTOS, OVER 650  
FLORAL DESIGNS

LARGE  
oversized  
FORMAT  
[13x9.5"]

- 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

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

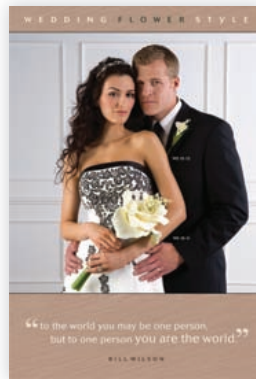
HA0944 \$29.95 **SPECIAL!**



## 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



promotional booklet				
with imprint				
100	300	500	1000	3000
\$.50	\$.37	\$.325	\$.30	\$.25
without imprint				
\$.40	\$.27	\$.22	\$.20	\$.15
To mail, use our 6 x 9" white envelope EM0836 \$7.90/100				
<b>PRICE EACH</b>				

**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!



HD0003



HD0005



HD0006



HD0007



HD0013



**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



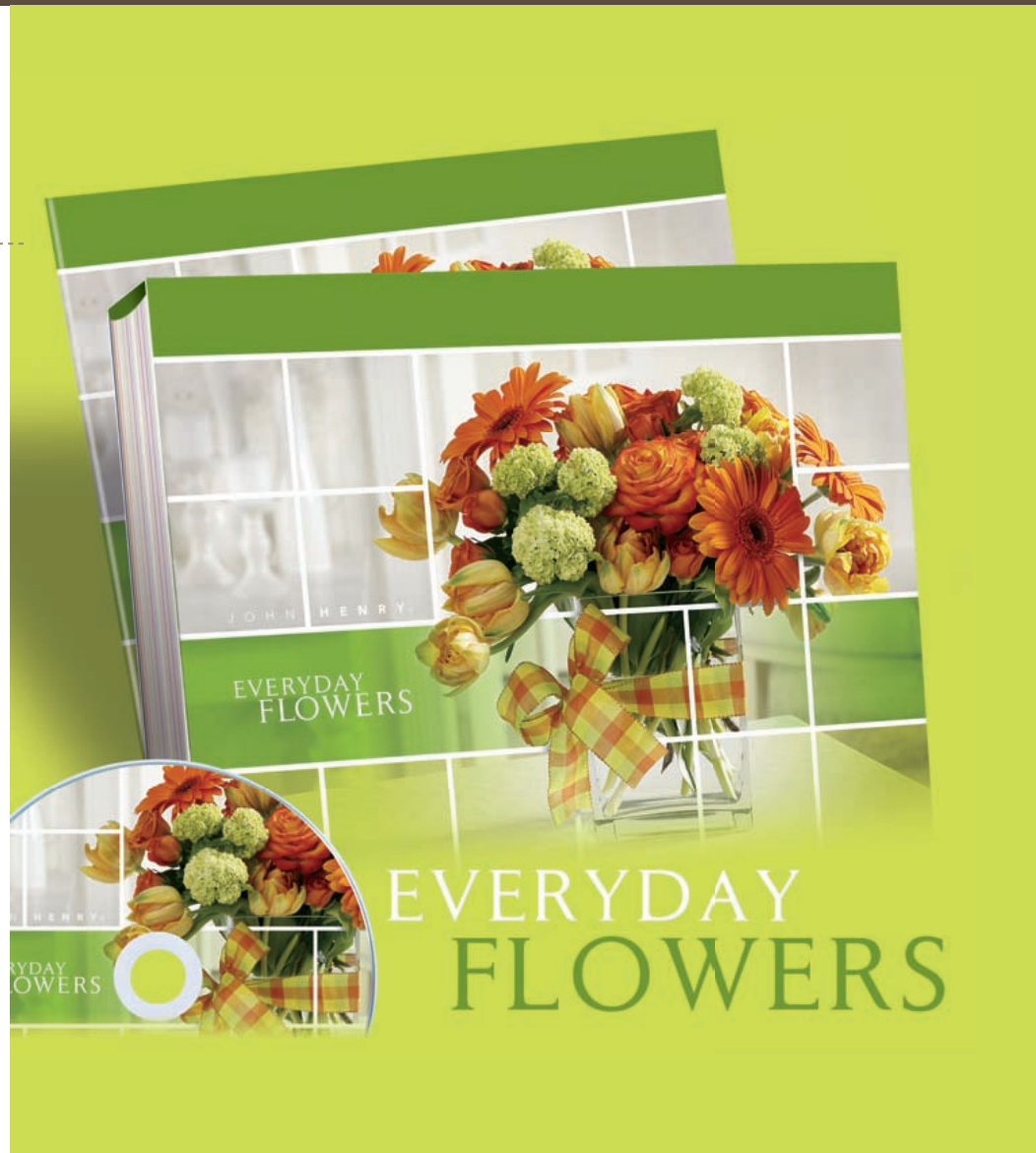
your prom flowers booklet				
with imprint				
100	300	500	1000	3000
\$0.50	\$0.37	\$0.325	\$0.30	\$0.25
without imprint				
\$0.40	\$0.27	\$0.22	\$0.20	\$0.15
To mail, use our 6 x 9" white envelope EM0836 \$7.90/100				
PRICE EACH				

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



4.25 X 5.75"



[FRONT OF CARD]

[BACK OF CARD]

### 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



HD0013



#### 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

# CLASSIC tributes II



[INSIDE BOOK]

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!**



SYMPATHY FLOWERS  
TIPS & TECHNIQUES  
HA0951

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



.875 x 10.5" [IMPRINT AREA]

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

	price each						
	100	200	300	500	1000	3000	5000
	\$1.05	\$.98	\$.95	\$.85	\$.82	\$.80	\$.76

9.5 x 12.5" EM0833

white envelope [with imprint]

	price each			
	500	1000	3000	5000
	\$.55	\$.40	\$.35	\$.30

minimum order: 500  
call for additional quantity pricing



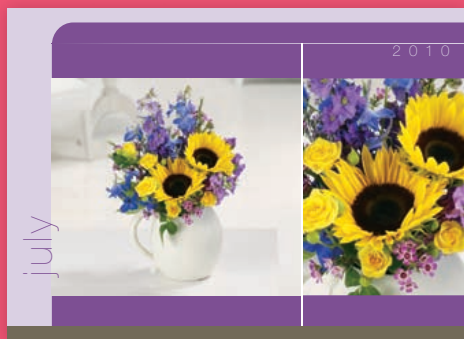
JANUARY



FEBRUARY



MARCH



JULY



AUGUST



SEPTEMBER



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

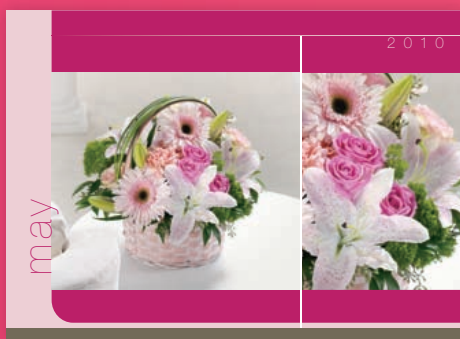
2010 date book

	price each					
	100	200	300	500	1000	3000 5000
	\$.99	\$.88	\$.78	\$.73	\$.67	\$.62 \$.56

call for additional quantity pricing



APRIL



MAY



JUNE



OCTOBER



NOVEMBER



DECEMBER





postcards

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](http://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

	small	large
1000	\$.21	\$.39
2500	.14	.22
5000	.09	.15
10,000	.08	.12
set-up for standard design	\$75.00	
minimum order: 1000		



VIEW COMPLETE SELECTION ONLINE  
[www.jhc.com](http://www.jhc.com)



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

## 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



HOLLY JOLLY  
CF0218



THE MEANING OF ROSES  
CF0109

#### 4-up laser postcard

	blank	back imprint
250	\$.20	—
500	.19	—
1000	.17	.26
3000	.15	.24
5000	.14	.23

Minimum order: 250 for un-imprinted postcards, 1000 for imprinted postcards

QUANTITY IN SHEETS



SPECIAL DAY  
CF0105



IT'S TIME FOR FLOWERS  
CF0219



THANK YOU  
CF0097



AUTUMN ACCENTS CF0108



LOVE BLOOMS CF0216

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]

FEATURING JOHN HENRY® DESIGNS



HOLLY JOLLY  
CF0190 [SINGLE FOLD]



HOLLY JOLLY  
INSIDE [SINGLE FOLD]



HOLLY JOLLY  
CF0193 [trifold]  
most popular size!



HOLLY JOLLY  
INSIDE [TRIFOLD]

FEATURING FTD® DESIGNS



HOLIDAYS ARE HERE  
CF0189 [single fold]

FEATURING TELEFLORA® DESIGNS



HOME FOR THE HOLIDAYS  
CF0188 [single fold]



HOLIDAYS ARE HERE  
CF0195 [postcard]

HOLIDAYS ARE HERE  
CF0192 [trifold]



HOME FOR THE HOLIDAYS  
CF0194 [postcard]



HOME FOR THE HOLIDAYS  
CF0191 [trifold]

ORDER DEADLINES

OCTOBER 12, 2009 FOR FIRST-CLASS MAILINGS [SEPTEMBER 28, 2009 FOR BULK MAILINGS]

brochures

price each	single fold	trifold
1000	\$.46	\$.415
2500	.27	.23
5000	.18	.163
10,000	.15	.13
25,000	.13	.115

set-up charge of \$90.00  
minimum order: 1000 pieces

statement inserts

	price each
1000	\$.27
2500	.189
5000	.14
10,000	.10

set-up charge of \$75.00

postcards, price each

	price each
large	
1000	\$.39
2500	.22
5000	.15
10,000	.12

set-up charge of \$75.00  
minimum order: 1000

image ease®  
corrugated plastic signs

- 2 sizes available
- Over 30 designs found online at [www.jhc.com](http://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

corrugated plastic sign		
16.5 x 23.5"		
	one-sided	two-sided
1	\$71.67	\$75.00
50	12.48	15.57
24 x 34"		
	one-sided	two-sided
1	\$85.00	\$93.33
50	26.42	34.93
minimum per variety: 1 minimum per order: 1		

corrugated plastic sign holder	
24 x 34"	
1	\$65.40
6	61.35
12	54.50
24	49.10
16.5 x 23.5"	
1	\$20.95
12	19.50
24	18.20
36	16.80

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					
5 x 7"					
	1	25	50	100	200
	\$4.75	\$3.49	\$2.56	\$1.87	\$1.53
	\$1.35				
8 x 10" & 11 x 7"					
	1	25	50	100	200
	\$5.91	\$4.93	\$4.11	\$3.45	\$3.14
	\$2.95				

11 x 7"



banners

banner					
18 x 36"					
	1	5	10	25	50
	\$125.90	\$68.15	\$59.40	\$53.75	\$49.60
5 x 2'					
	1	5	10	25	50
	\$158.40	\$117.65	\$91.95	\$72.40	\$63.45
8 x 3'					
	1	5	10	25	50
	\$237.60	\$211.74	\$186.17	\$157.47	\$147.48

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



5 x 2' OR 8 x 3' [HORIZONTAL]  
1-SIDED WITH 6 GROMMETS

18 x 36" [VERTICAL]  
2-SIDED WITH 2 ROD POCKETS