

JOHN HENRY[®] sympathyflowers

Introducing John Henry[®]'s
ALL-NEW
SYMPATHY FLOWERS
DESIGN BOOK

- Large, viewer friendly format
- Over 200 all-new, full-color photographs of creative and saleable sympathy arrangements, casket sprays, personalized tributes, set pieces, and memorials
- Divided into eight color sections: white, blue/lavender, purple, red, pink/magenta, peach/orange, yellow and green, plus classic flowers and style sections
- For each arrangement, the handbook contains a full-color reference photo, design recipe, suggested retail price, design tips, and product resources

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THE CREATIVE ANSWER.



classic flowers section

Five pages of classic flowers: roses, lilies, carnations, gladiolus, and gerbera daisies. The classic flowers section shows the use of a single floral variety for all sympathy pieces.



contributing designers

- Carol Caggiano, AIFD
- Bill Harper, AIFD
- Kebbie Hollingsworth, AIFD
- Joyce Mason-Monheim, AIFD
- Susan Overton-Ayala, AIFD
- J M.H. Schwanke, AIFD
- Gerry Toh, AIFD
- Matt Wood, AIFD

JOHN HENRY sympathy flowers



a complete
reference
guide and
sales tool

HA0960 \$79.95

Large, viewer-friendly format: 13" wide x 9 1/2" high

Exquisite, all-new photography and floral designs | 8 color sections

152 pages | Honors and recognizes hobbies & individual accomplishments

Expanded memorial section | Accompanying full-color handbook included

style section - An excellent way to present customers with a variety of options for casket sprays, arrangements and symbolic tributes.

