

We Speak Color!

Scott Isensee, General Manager Frank Adams Wholesale Florist
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We Speak Color!

That's our motto.

That's our battle cry.

We are fortunate that in our industry, our jobs find us constantly surrounded by nature's colors. Distinctive and unique, each flower offers up its singular beauty. But It can be a challenge to understand the perception of color as it differs from person to person.

2019 Pantone Color of the Year:



"Living Coral"

Pantone says it, *"embraces us with warmth and nourishment to provide comfort and buoyance in our continually shifting environment."* In an Associated Press report, Pantone Vice President Laurie Pressman goes on to say, *"With everything that's going on today, we're looking for those humanizing qualities because we're seeing online life dehumanizing a lot of things."*

But how is the color of the year chosen?

The yearly quest begins in the Spring. [According to Ad Age](#), the team spends the summer and fall analyzing fashion shows, street art and social media.

[The New York Times](#) reports that they collect "proof points"-examples of colors they see trending across the art and design worlds. They gradually narrow the selection down until they come to a final decision.

"Influences may also stem from new technologies, materials, textures, and effects that impact color, relevant social media platforms and even upcoming sporting events that capture worldwide attention," Pantone said.

Living Coral is such a happy color. In the floral world we are lucky that nature offers it in a wide range of hues from light to dark and so many different floral varieties.

There in lies the challenge...

As a wholesaler we unravel and decipher. Is it coral or salmon? Dark peach or pinky peach? Nearly everyone sees it differently. Here are a few examples of rose varieties that are coral:

[Amsterdam](#)- Very popular

[Imagination](#)- Just a shade lighter than Amsterdam

[Coral Reef](#)- A crowd pleasing new variety

[Sweet Life](#)- Pink and peachy undertones

You can see all these varieties and their possibilities in this [IFD video](#):

And that's just the beginning! Japanese [Sweet Peas](#) and *Ranunculus* are some of the hottest must haves for weddings.

Don't forget we are in *Dahlia* country! [Swan Island Dahlias catalog](#) is like a "candy store" of varieties and colors.

Pictures in catalogs and online are an important tool in deciding the perfect shade or color to meet your needs. However, keep in mind that nature has its own way of shaping what each flower looks like. Growing conditions, farms and weather vary as do the end results.

So prepare to delight and amaze your clients and brides this year with this amazing and wonderful color.

Get your "Happy On" with *Living Coral*.