

This side shows you a sample of a completed card.

Worksheet for FloristWare Enclosure Cards / Delivery Slips

FloristWare Envelope Style
Version 1.8 - February 25, 2006

MICRO-PERFORATE ALONG THIS LINE

Hours of Operation
Services
Care Instructions
Testimonials

Other Ideas To Include:

We are your full service flower shop. Please call us at (416) 555-1233 and allow us to help you.



FOLD ALONG THIS LINE



This side is the template for you to work with.

This is the back of the delivery slip. Some stores want the driver to detach this prior to delivery, in which case there is no reason to print anything. Other store want the recipient to sign it and give it back to the florist. If the florist is going to leave this portion attached you could consider adding market-ing or care instructions not mentioned elsewhere.

MICRO-PERFORATE ALONG THIS LINE

This is the back of the card. This area is usually used to deliver any of the following information: Care Instructions Hours of Operation Services Offered Testimonials Other Promotional Material

FOLD ALONG THIS LINE

This is the front of the card and the first thing people will see. The store name and/or logo should go here. If the store is going to use a seal to close their cards, all the artwork should stay in this box. If they are going to use seals align to the top edge.

CUT ALONG THIS LINE

CUT ALONG THIS LINE

CUT ALONG THIS LINE