



Press Release

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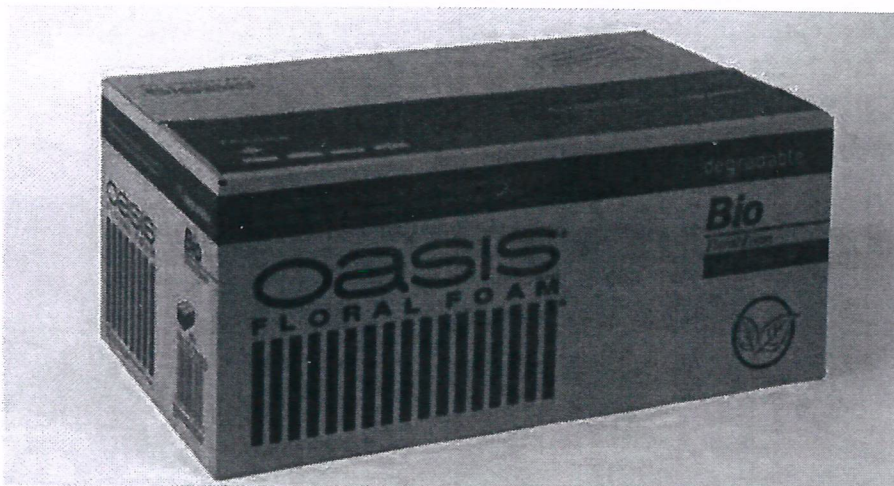
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The most recognised and trusted brand for floriculture products introduces OASIS® Bio Floral Foam Maxlife



Following years of development and in response to consumer trends and the demands of its customers, Smithers-Oasis is introducing the latest generation of OASIS® Bio Floral Foam Maxlife, the world's first floral foam that is biodegradable.

Today's consumers are looking for companies to value the environment as much as they do. Floral shoppers, especially, are increasingly socially responsible and demand that even the most exquisite designs do as much to protect nature as they do to capture its beauty.

"Lots of our shoppers have been looking for more environmentally-friendly ways to produce their designs," said Steph Gillespie, Consumer Marketing Manager. "After listening to their valuable feedback, we are delighted to announce that we have been able to develop a new 'recipe' of floral foam that allows it to biodegrade once in landfill."

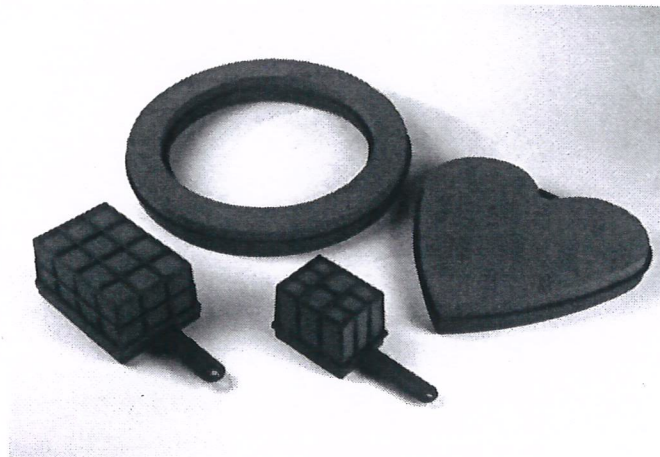
OASIS® Bio Floral Foam Maxlife's new bio foam formulation is designed for modern landfills and attracts microbes that break the foam down into methane, CO2 and organic matter. Testing based on the American Society for Testing (ASTM) and Materials standards shows that OASIS® Floral Foam Maxlife will biodegrade 51.5 percent within 365 days in biologically active landfill conditions¹, while also keeping flowers fresh up to 50 percent longer than other floral foams. Testing is ongoing and as biodegradation rates continue, further information will be released.

For more than 60 years, Smithers-Oasis has continued efforts not only in the advancement of the floral industry but also in sustaining the environment. Smithers-Oasis was the first in the industry to eliminate the use of chlorofluorocarbon from floral foam production and has successfully reduced volatile organic compound emissions (VOCs) by more than 85 percent over the last 25 years.

Steph also commented "As a company, Smithers-Oasis is always looking for ways to be more sustainable and to provide environmentally friendly products and solutions to its customers. We believe bringing biodegradable floral foam to the market is a huge leap forward in a more sustainable direction!"

Another fantastic eco-friendly product from OASIS® is the NatureBase range. NatureBase is a biodegradable base that looks like, feels like and performs like plastic, but it's actually made from natural materials so it fully biodegrades.

NatureBase is available in four shapes, Florette Petite, Florette Grande, a 33cm Solid Heart and a 41cm Ring.



The above range will be available for customers to buy via our web shop:
www.oasishomeandhobby.co.uk
And may also be available through some wholesalers.

Additional information on Smithers-Oasis' ongoing sustainability program can be found at www.smithersoasis.com/sustainability

1 This product has been shown by ASTM D5511 to biodegrade 51.5% within 365 days in biologically active landfill conditions. Appropriate facilities may not exist in your area. The rate and extent shown do not mean that the product will continue to decompose.