



Fantasy Colors™ Recipes
for
Poinsettias

Exclusively from Fred C. Gloeckner

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Fantasy Colors™

The Fred C. Gloeckner Company™ is proud to introduce **Fantasy Colors™**, a new generation of spray dyes that gives the traditional Poinsettia a whole new look, form, and feel for your customers. **Fantasy Colors™** typically works best on white, cream, apricot, light pink and marble poinsettias. This treatment greatly expands the traditional color range of poinsettias. This opens new markets, especially during the early Poinsettia season, attracting clientele that might not consider a standard natural Poinsettia. **Fantasy Colors™**, along with our glitter attract attention, create excitement, and most importantly provide an opportunity to raise the price point of Poinsettias to a much needed higher level. Poinsettias do not need to be a commodity anymore – it's an opportunity to generate greater profits!

The dyes come in 10 unique color that when sprayed on poinsettias, create a very special effect and widens the color range of traditional poinsettias. We think that by using **Fantasy Colors™** the opportunity exists to broaden the poinsettia window, thus creating a whole new market potential for poinsettias. Besides using poinsettias for the Christmas holiday, think about some other possibilities such as:

- Halloween
- Thanksgiving
- Hanukkah
- New Year's
- Anniversaries
- Birthdays
- Promotions – in store gift with purchase, sports and all kinds of civic organizations (Boy/Girls Scouts, H.S. Clubs, Charities, etc.)

Red and pink poinsettias can also be dyed by using the more intense dark colors. Depending on the intensity, number and type of color applications, a variety of color variations can be created to complement any décor. We have included some possible combinations using **Fantasy Colors™** and the booklet entitled, "**Fantasy Colors™ Recipes for Poinsettias**". However, these are only some suggestions. Feel free to have fun and use your own creativity!

Please keep in mind that you can use just one color per poinsettia variety, or put a second coat on of that particular color, or enhance/color coordinate the poinsettia by using additional **Fantasy Colors™**, (Mixing colors as per the standard color wheel.) Adding Ethanol as spray droplets, or using Ethanol for a striping effect will give you additional variations and effects.

Please note:

1) These spray dyes are based on Ethanol, which makes them easy to apply. It is essential that prior to application, that you prepare a well ventilated or roof covered area. Please consider clothing and surrounding area for over spray, as the dye will stain. **Do not water from overhead – water at soil level or from the bottom of the pot. The dye may run and stain clothing, carpet, etc. Test on individual plants before mass application, as results may vary.**

2) **Fantasy Colors™ Ready to Use** products first need their cap removed, then attach the spray nozzle (IMPORTANT – secure tightly and adjust nozzle).

3) **Fantasy Colors™ Concentrate** products need to be diluted with Ethanol/Denatured alcohol that you should obtain locally, then they can be used in mass applications with various types of sprayers.

4) Plants should be dry when sprayed.

- 5) Spray from a distance of approximately 12"-18", or 30-46 cm.
- 6) Let dry approximately 15-20 minutes before applying a second coat or color.
- 7) **Fantasy Colors™** should have no detrimental affect on the shelf life of your Poinsettias.

Fantasy Colors™ are available in either a **Ready to Use** or **Concentrate** form:

- a. **Fantasy Colors™ Ready To Use (RTU)**. 1 liter will color approx. 60-80 plants in a 6" pot, depending upon application and plant size.
- b. **Fantasy Colors™ Concentrate**. Mix 1 part concentrate with up to 10 parts Ethanol. (5 parts is recommended – a 1-5 ratio will cover approx. 500 6" plants depending upon application and plant size.) If using the 1-10 ratio, 1 liter will cover approx. 800-1,000 6" plants, depending upon application and plant size.

Colors Available (1 liter size): The following colors are available, whether you purchase **Ready to Use (RTU)** or **Concentration**:

- | | | | | |
|-----------|-------------|----------------|----------|-------------|
| • Apricot | • Dark Rose | • Light Yellow | • Orange | • Turquoise |
| • Blue | • Fuchsia | • Lilac | • Plum | • Yellow |

3. **Gloeckner Clear Glue & Glitter**

By using our specially formulated **Gloeckner Clear Glue**, then applying our laser cut octagonal glitters you can create a whole new sparkle and image for your customers. Our glitter looks especially good on naturally grown red and pink poinsettias, not to mention an additional enhancement when used with **Fantasy Colors™**. (Especially the brighter colors.) Make sure that the surface to be sprayed is clean and dry. Spray from a distance of approx. 10"-15" or 24-35 cm from object. Spray in short, even, back-and-forth strokes in a well ventilated room or roof covered area. Immediately apply glitter if desired. Complete drying time takes approx. 2 hours at 68°F or 20°C. Clean spray head nozzle after each use with warm water. Mix 1 part **Gloeckner Clear Glue Concentrate** to 4-10 parts water (5 parts is recommended – a 1-5 ration will cover approx. 500 6" plants depending upon application and plant size).

****Best value to get started...***

Fantasy Colors™ Ready To Use Application Kit

This specially formulated kit has been assembled to give you an overview of this new and exciting product. It contains 5 one liter bottles of the 10 colors that are currently available in the **Fantasy Colors™ Ready to Use** form. The kit consists of: yellow, orange, lilac, blue, and dark rose, along with the specially formulated **Gloeckner Clear Glue Ready to Use**; 1 Liter Bio-Ethanol (for droplet effect on bracts), 7 spray heads; 100 ml bottle of glitter (gold, silver and iridescent), disposable gloves, and a color recipe booklet.

Additional Product Accessories:

Enclosed please find a Gloeckner **Fantasy Colors™** order form that shows all of the various products that are being stocked and available for immediate shipment. If you have any additional questions regarding the application process, please do not hesitate to call our office at 1-800-345-3787. You may also e-mail us or call your local Gloeckner Field Representative who will be happy to assist you. Visit our website, www.fredgloeckner.com, and click on our Supplies button to learn more about out **Fantasy Colors™**.

We hope that you will be inspired by some of the examples contained in the attachment when using **Fantasy Colors™** on your Poinsettias. With our new quick drying **Fantasy Colors™** and **your creativity**, you can create something new and wonderful for your customers.

This is something new, unique and different! When your customers ask you, “What’s New?” – say **Fantasy Colors™!**

SPECIAL NOTES:

1. For each recipe listed below we've suggested a poinsettia color (or colors) for you to try. Please feel free to experiment with other varieties/colors to create different effects.
2. Different effects can also be obtained by varying the drying time of the first application. (Complete drying time is approximately 15 – 20 minutes, depending upon temperature and air movement.) Please feel free to be creative by experimenting with different drying times, varieties, colors and number of applications.

Variations of Blue Colors

1) Fantasy “Blue Splash”

- a. Products needed:
 1. Suggested poinsettia color: white
 2. *fantasy colors*™ Blue
 3. Ethanol
 4. *fantasy colors*™ Light Yellow
- b. Directions:
 1. *fantasy colors*™ *Colors* Blue with a fine nozzle.
 2. After drying, apply Ethanol with large drops from a distance of approx. 16” – 30”. The light speckles appear within fractions of a second. By adding *fantasy colors*™ Light Yellow, different shades can be created with the droplets.



2) Fantasy “Blue Ice”

- a. Products needed:
 1. Suggested poinsettia color: white
 2. *fantasy colors*™ Blue
 3. Ethanol
- b. Directions:
 1. Apply *fantasy colors*™ Blue evenly.
 2. After drying, apply Ethanol with a fine nozzle. The dark and light coloring of the leaf structure will appear.



3) Fantasy “Blue Mist”

- a. Products needed:
1. Suggested poinsettia color: white
 2. **fantasy colors™ Blue**
 3. Ethanol (only for leaf center vein)
- b. Directions:
1. Apply **fantasy colors™ Blue** evenly.
 2. Spray Ethanol only at the base of the bracts from a distance of approx. 2”. Then apply Ethanol as a large drop at the highest point of the bract. Ethanol together with the dissolved color, will enhance the structure of the leaf surface.



4) Fantasy “Blue Lagoon”

- a. Products needed:
1. Suggested poinsettia color: white
 2. **fantasy colors™ Blue**
 3. **fantasy colors™ Yellow**
or **fantasy colors™ Light Yellow**
- b. Directions:
1. Apply **fantasy colors™ Blue** evenly.
 2. **fantasy colors™ Yellow** or **Light Yellow** should be applied in large drops or with a cotton swab. The colors mixing will enhance the leaf structure.



Variations of Oranges, Yellows & Red Colors

1) Fantasy “Halloween”

- a. Products needed:
1. Suggested poinsettia color: cream, marble or light pink
 2. **fantasy colors™ Orange**
- b. Directions:
1. Apply **fantasy colors™ Orange** evenly on the bracts.
 2. After the first application has dried, apply a second coat for a more intense color. It may be necessary to spray a third time for more intense coloring.



2) Fantasy “Autumn Joy”

- a. Products needed:
1. Suggested poinsettia color: cream, marble or light pink
 2. **fantasy colors™** Apricot
 3. **fantasy colors™** Orange
 4. **fantasy colors™** Yellow (creates additional shading)
- b. Directions:
1. Apply **fantasy colors™** Apricot evenly to the bracts.
 2. After drying, follow up with a second application of **fantasy colors™** Orange. The 2nd color application will adapt to the bract structure. With an additional application of **fantasy colors™** Yellow, additional shades can be created.



3) Fantasy “Golden Melody”

- a. Products needed:
1. Suggested poinsettia color: cream, marble or light pink
 2. **fantasy colors™** Dark Rose
 3. **fantasy colors™** Yellow
 4. **fantasy colors™** Light Yellow (variation: Ethanol)
- b. Directions:
1. Apply **fantasy colors™** Dark Rose evenly as a base color on the bracts.
 2. After a slight drying of the Dark Rose, spray **fantasy colors™** Yellow intensively.
 3. Further variation is possible with an additional spray application of **fantasy colors™** Light Yellow or Ethanol.



4) Fantasy “Orange Splash”

- a. Products needed:
1. Suggested poinsettia color: cream, marble or light pink
 2. **fantasy colors™** Dark Rose
 3. **fantasy colors™** Light Yellow (only to be used in the center)
- b. Directions:



1. Apply a base coat of **fantasy colors™** Dark Rose to the bracts.
2. After drying approx. 15 minutes, apply **fantasy colors™** Light Yellow at the center of the bracts from a distance of 1" – 2".
3. Then from a distance of 16" – 32" spray Light Yellow in large drops.

5) Fantasy "Sunburst"

- a. Products needed:
 1. Suggested poinsettia color: cream, marble or light pink
 2. **fantasy colors™** Light Yellow
 3. **fantasy colors™** Dark Rose (to be used in the middle of the bracts)
- b. Directions:
 1. Spray **fantasy colors™** Light Yellow evenly on the bracts.
 2. With large drops or a cotton swab, apply **fantasy colors™** Dark Rose only to the pink parts of the bracts. The Dark Rose color will give a nice contrast with the marble colored bract.



6) Fantasy "Golden Splash"

- a. Products needed:
 1. Suggested poinsettia color: white
 2. **fantasy colors™** Orange
 3. **fantasy colors™** Blue
 4. **fantasy colors™** Dark Rose
 5. **fantasy colors™** Yellow

The applications 2) - 4) only as light droplets.
- b. Directions:
 1. Apply **fantasy colors™** Orange evenly with a fine nozzle.
 2. After drying, spray from a distance of 24" – 32", heavy drops of **fantasy colors™** Blue. The effect will be visible immediately.
 3. Repeat heavy droplet spray with **fantasy colors™** Dark Rose and Yellow.



Other Colors and Effects

1) Fantasy “Lilac”

- a. Products needed:
 1. Suggested poinsettia color: white
 2. **fantasy colors™ Lilac**
- b. Directions:
 1. Spray **fantasy colors™ Lilac** only once, evenly on the bracts. With this color there will be a light golden glow in areas where the color is more concentrated.



2) Fantasy “Lilac Ice”

- a. Products needed:
 1. Suggested poinsettia color: white
 2. **fantasy colors™ Lilac**
 3. Ethanol
- b. Directions:
 1. Apply **fantasy colors™ Lilac** evenly.
 2. Follow up with Ethanol. Depending on the desired effect, spray more or less intensively.



3) Fantasy “Fuchsia Star”

- a. Products needed:
 1. Suggested poinsettia color: white or marble
 2. **fantasy colors™ Fuchsia**
 3. **fantasy colors™ Yellow** (only in the center)
- b. Directions:
 1. Spray **fantasy colors™ Fuchsia** evenly on all white parts.
 2. After 15 minutes of drying spray **fantasy colors™ Yellow** into the center parts and on to the cyathias, from a distance of 1” – 2”.



4) Fantasy “Brazil”

- a. Products needed:
 1. Suggested poinsettia color: white
 2. **fantasy colors™** Turquoise
 3. **fantasy colors™** Light Yellow
- b. Directions:
 1. Apply **fantasy colors™** Turquoise by spraying large droplets. It is also possible to use a cotton swab.
 2. After spraying the **fantasy colors™** Light Yellow, the blue and yellow will change to green.
 3. Apply **fantasy colors™** Light Yellow from a bottle with a small opening, at the highest point of the bract, and it will highlight the veins of the bracts.



5) Fantasy “Multi Splash”

- a. Products needed:
 1. Suggested poinsettia color: white
 2. **fantasy colors™** Lilac
 3. Ethanol
 4. **fantasy colors™** Yellow (for use in the center only)
 5. **fantasy colors™** Light Yellow
- b. Directions:
 1. Apply 1 application of **fantasy colors™** Lilac evenly.
 2. Spray Ethanol as applied in “Lilac Ice”.
 3. Spray the center of each bract with **fantasy colors™** Yellow from a distance of approx. 2”.
 4. Apply **fantasy colors™** Light Yellow with large droplets from a distance of approx. 16” – 32”.



6) Fantasy Mini “Lilac Yellow Splash”

- a. Products needed:
 1. Suggested poinsettia color: white
 2. **fantasy colors™** Yellow
 3. **fantasy colors™** Lilac
 4. **fantasy colors™** LightYellow
- b. Directions:
 1. Apply **fantasy colors™** Yellow evenly on the bracts.
 2. After drying apply **fantasy colors™** Lilac with a swab or large drops.
 3. After lightly drying, apply **fantasy colors™** Light Yellow from a distance of 16”-24” as large drops. This will create yellow spots on the lilac areas with a lilac border.



7) Fantasy Mini “Dark Rose Splash”

- a. Products needed:
 1. Suggested poinsettia color: white or marble
 2. **fantasy colors™** Dark Rose
 3. Ethanol
- b. Directions:
 1. Apply a base coat of **fantasy colors™** Dark Rose.
 2. After drying, splash large drops of Ethanol from a distance of 16”-24”. Drops appear immediately.
 3. Drop Ethanol at the highest point of the bract. It will immediately rinse down the center of the vein. This application will also work with other dark colors like Blue or Lilac.

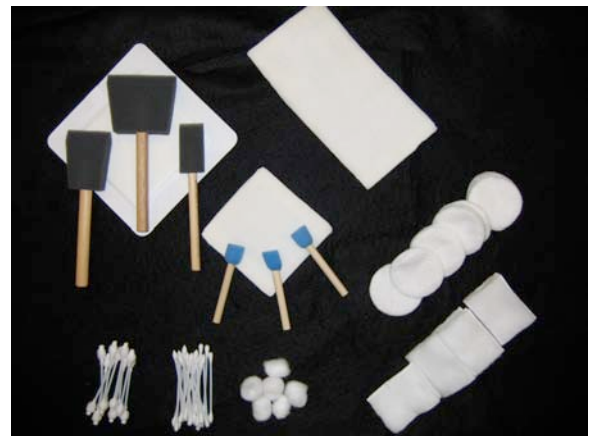


8) Fantasy “Striping Effect”

- a. Products needed:
 1. Suggested poinsettia color: White
 2. **fantasy colors™** Blue
 3. **fantasy colors™** Lilac
 4. **fantasy colors™** Fuchsia
 5. Ethanol
- b. Directions:
 1. Spray **fantasy colors™** with any of above colors.
 2. After drying, use some type of swab, brush, sponge or rag in conjunction with Ethanol.
 3. Dampen your applicator with Ethanol and bring it down the center of the vein of the bract to release the dye. One or two swipes may be necessary.



- c. Applicators for “Striping Effect”.



- d. Cotton swabs and gloves used for “Striping Effect”.



9) Fantasy “Tye - Dye Effect”

- a. Products needed:
 1. Suggested poinsettia color: White, Light Pink or Marble
 2. Any of the 10 **fantasy colors™** can be used.
- b. Directions:
 1. Apply any **fantasy colors™** by using a dropper or a flexible plastic bottle with an extremely small opening.
 2. Place a poinsettia on the floor, then standing above poinsettia using dropper or plastic bottle, disperse **fantasy colors™** from approximately 3-4 feet above plant. This will cause the splashing effect once **fantasy colors™** hits the bract.



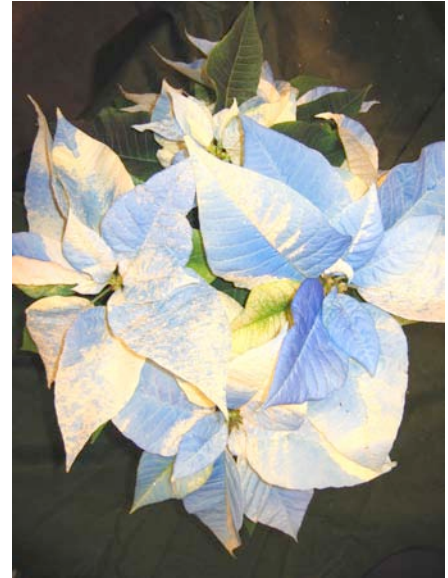
10) Fantasy “Confetti Effect”

- a. Products needed:
 1. Suggested poinsettia color: White or Cream
 2. Any of the 10 **fantasy colors™** can be used in combination.
- b. Directions:
 1. Apply a combination of **fantasy colors™** by using a dropper or a flexible plastic bottle with an extremely small opening.
 2. Place a poinsettia on the floor, then standing above poinsettia using dropper or plastic bottle dispersing **fantasy colors™** from approximately 3-4 feet above plant. This will cause the splashing effect once **fantasy colors™** hits the bract.
 3. It is not necessary to have the **fantasy colors™** dry in between the application of the various colors you want to apply to the bracts.



11) Fantasy “Blotched Effect”

- a. Products needed:
 1. Suggested poinsettia color: White or Cream
 2. Any of the 10 fantasy colors™ can be used.
- b. Directions:
 1. Spray your choice of fantasy colors™ lightly and unevenly on the bracts. A small amount of fantasy colors™ is needed with this process.



12) Fantasy “Deep Red”

- a. Products needed:
 1. Suggested poinsettia color: Red
 2. fantasy colors™ Blue
 3. fantasy colors™ Deep Rose
 4. Gloeckner Clear Glue
 5. Your choice of glitter
- b. Directions:
 1. Mix a small ratio of fantasy colors™ Blue with a larger portion of fantasy colors™ Deep Rose (Suggested mixture is 20% Blue to 80% Deep Rose).
 2. Spray this mixture evenly on the bracts for desired look. Two applications may be necessary for full coverage.
 3. Let the dye dry.
 4. Apply a light coating of Gloeckner Clear Glue evenly. Apply glitter immediately, while the glue is still wet.



13) Fantasy “Glitter Effect”

- a. Products needed:
 1. Suggested poinsettia color: Red, White, Marble, Cream or Light Pink.
 2. Gloeckner Clear Glue
 3. Your choice of **fantasy colors**™
 4. Your choice of glitter
- b. Directions:
 1. Be sure the surface of the bract to be sprayed is clean and dry.
 2. Spray Glue from a distance of approximately 10-15” or 24-35cm from object.
 3. Spray in short, even, back-and-forth strokes in a well ventilated room or roof covered area.
 4. Apply glitter immediately.
 5. It is possible to apply a second coat of Gloeckner Clear Glue to improve adherence of the glitter.
 6. Glue will dry clear and not damage the bract of the poinsettia. Initial drying time is approximately 10-20 minutes depending on temperature. Complete drying time takes approximately 2 hours at 68F or 20C.
 7. Clean spray head nozzle after each use with warm water.

