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floral design crossword

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| **Across**  **2.** florist must educate the customer in order to help them enjoy their flowers to the fullest extent  **6.** the storage or shipment of flowers out of water  **7.** floral material that has an "airy" look to create the finishing touch  **12.** design that consists of clusters or groups of flowers and foliage that strengthens the element of moves the eye through the arrangement  **13.** the length of the useful life of cut floral materials after being received by the customer  **14.** the process of converting nutrients, water carbon dioxide and sunlight into food for plants  **15.** firmly wrapping or tying similar materials together to form a larger individual unit  **16.** used to create focal point with unusual distinctive shapes  **17.** shorter stems of mass flowers provide a color and focal point near the rim of the container  **18.** growers, wholesalers and retain; florist must process their flowers  **19.** sells floral goods and services to the consumer  **20.** level of light received on a plant surface | **Down**  **1.** an asymmetrically balanced design of few materials usually placed in groups that emphasize forms and lines  **3.** similar design techniques to place similar materials horizontally on top of each other  **4.** cutting flowers stem properly and providing proper treatment at any stage of the distribution  **5.** is due to the inability of water to enter the stem  **8.** the impression of the design being stable and self supported  **9.** supplies methods and materials that designers use to place and hold flowers and foliage in an arrangement  **10.** used as primary flowers to establish the skeleton outline height or width of an arrangement  **11.** the tight positioning of flowers clusters at the base of an arrangement forming round hills |