



*After lots of research, technical development and a consumer survey, we have finally launched our new brand for treating cut flowers. We are delighted to tell you more about OptiBoost™ in this newsletter.*

*Ulf Hagman, CEO OptiFreeze*



## OptiBoost™ is now on the market!

*After years of research and after treating thousands of roses, we have now launched OptiBoost™ on the market! It is the first brand based on OptiFreeze's technology that is reaching full commercialization. We take great pride when we see roses with the OptiBoost™-seal on the shelves.*

During our research at OptiFreeze, we discovered that the OptiFreeze technology works very well on cut flowers. We trademarked this process as OptiBoost™. Roses that have gone through the OptiBoost™ process have improved quality and longer vase life. This means that they have a better opening rate and look fresher both in green leaves and petals. Finally, consumers can enjoy their fresh flowers for longer. For wholesalers and retailers, it means flexibility in terms of handling and storage.

### What to expect from OptiBoost™ sealed flowers?

Flower species have different strengths and vase lives. Even rose varieties differ in terms of quality and vase life. Transportation, handling and storage conditions are all factors that affect the difference in quality from week to week. So, what can we expect from OptiBoost™?

OptiBoost™ treatment makes a significant improvement. After carrying out trials on thousands of roses, we see the following results:

- Better opening
- Longer vase life – an average increase of 50 %
- Fresher green leaves
- Better colour



# Consumer survey

## – Consumers are ready to pay more and buy more flowers with OptiBoost™

During September 2020, Novus carried out a comprehensive survey commissioned by OptiFreeze. 1,000 people were asked to answer questions about their flower consumption. The purpose of the survey was to investigate the public's attitude towards extended vase life of flowers and sensitivity to prices. The survey was conducted via web interviews with Novus' randomly recruited group of respondents in Sweden.

### Results

Most people were positive about our concept.

**Some of the comments were:**

- "Longer vase life hopefully means less carbon footprint"
- "It's sad when the flowers start to look old after only a couple of days"
- "Longer vase life means enjoying the flowers for longer"
- "More value for money"

Only a few comments were negative.

**These included:**

- "It does not feel natural"
- "Cut flowers are generally unnecessary"

We also asked if people were willing to pay more for the flowers if they were treated with OptiBoost™.

**We asked the following question:**

*If the price of 10 untreated roses is SEK 75 today, would you then be prepared to pay SEK 89?*

Almost 60% answered YES to this question. According to Novus, this is a strong indication that a price increase of about 20% price is reasonable.

Several respondents commented that if the vase life is longer, growers, wholesalers, retailer and flower shops are likely to sell few roses. The answer was impressive. (80 % of the people would buy the same or more roses compared to today – 34% of the people would buy more!).

**With extensive testing and research and a survey behind us, we are now pleased to be on the market with OptiBoost™**

