



**FOR IMMEDIATE RELEASE**  
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## **Floritech Introduces Wall of Color Enhancements at SFS 2006**

Syracuse, NY--Introduced in 2003 as the industry's first upright case without the usual confining tops and sides, Floritech has added several upscale features to its popular Wall of Color® model for the 2006 edition of the Super Floral Show.

The Wall of Color, recognized by its signature tall and open profile, versatile "scalloped" shelving, standard and long-stem vase or grower bucket options, and large flower capacity, now boasts inset tempered glass windows to enhance product visibility. The cooler also is manufactured from a lightweight, but extremely durable polymer composite material that can be ordered in any combination of 4-5-6- or 8-foot modules. Service and maintenance on the case are even easier with the simple pull-down evaporator door and filter media.

Options for 2006 now include a refrigerated module in a wedge shape that creates a curved, wraparound cooler when paired with straight-line modules. Also new to 2006 are: a unique signage canopy, stylish lighting choices, glass shelves, and a myriad of exterior finishes, colors and trim packages. In addition, the Wall of Color also can be specified for secondary coolant systems.

The Wall of Color was specially designed to showcase flowers within easy sight and reach. One row of vases locks into the deck. The rest are supported off the back by a flexible shelving-and-bracket system that allows vertical and/or horizontal displays of arrangements and vases. All shelving has multiple tip

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positions for optimal floral presentation. With the patented “scalloped” shelves, customers can re-arrange or remove vases according to fullness or number of bouquets, floral delivery schedules or seasonal sales.

The Wall of Color features Floritech's patented boundary layer airflow, which directly cools all vases equally and gently envelops flowers with cold, moist air. Floritech refrigeration technology is included: self-contained refrigeration system (remote also available); thermostatic control with an automatic “on demand” defrost cycle; oversized evaporator coil to minimize moisture removal, keeping relative humidity high and flower petals fresher longer; and a maintenance-free return air grill.

For more information, contact Floritech at 1-880-452-7440 or visit our website at [www.floritech.net](http://www.floritech.net). The 2006 edition of the Wall of Color will be on display at Floritech booth 1523 at the SFS in Salt Lake City.

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