



HOW TO USE THE ESMERALDA DIRECT SYSTEM

ACCOUNT SET-UP

- once your wholesaler sets up your account, you will receive an automated email from Esmeralda Farms with a temporary username and password
- once you have validated your information, you must change your password and answer the 2 security questions
- accept the terms and conditions
- these are one time steps. At any time you may change your information by clicking "My Information"

HOW TO PLACE A NEW OPEN MARKET ORDER

ADD TO CART

- go to "Place a New Open Market Order"
- type the number of boxes you would like to order in the "Quantity Order" field
- select "Add To Cart" to place boxes in your shopping cart
- you may move to the next page of inventory by selecting "Next Page"
- to choose a specific flower group or flower type, use the drop down menus at the top of the page

VIEW CART

- select "View Cart" to see your shopping cart
- you may change the quantity of an item by selecting "Edit"
- you may return to the inventory to purchase more products by selecting "Continue Shopping"

CHECK OUT

- select "Check Out" to finalize your order
- expected date is the next possible date for you to receive your order
- *OPTIONAL: Click on the calendar to see all possible dates for you to receive your order. Click on the date you would like to receive your order.*

COMPLETE ORDER

- simply click "Submit Order" and you are done!
- to return to the inventory to purchase more products, select "Continue Shopping"
- *OPTIONAL : You may add a P.O. Number to your order*
- to cancel order, simply select "Cancel Order"
- to go back to the main screen, click on "Home Page"
- your order is not final until you click "Submit Order"
- you will receive an email confirming your purchase with pricing and arrival date information

ADDITIONAL INFO :

Esmeralda Direct allows Retail Florists to order direct from Esmeralda's live inventory. If a box is purchased by another customer before you refresh your screen it will not appear in your shopping cart.

You have 45 minutes to complete a purchase once you have added the first box to your shopping cart. After 45 minutes, all boxes are returned to inventory.

"Deal Products" are boxes that have been in the Esmeralda cooler in Miami for at least 4 days. Products in the deal category are discounted to move quickly. Product that does not sell in an acceptable time period is disposed of.