

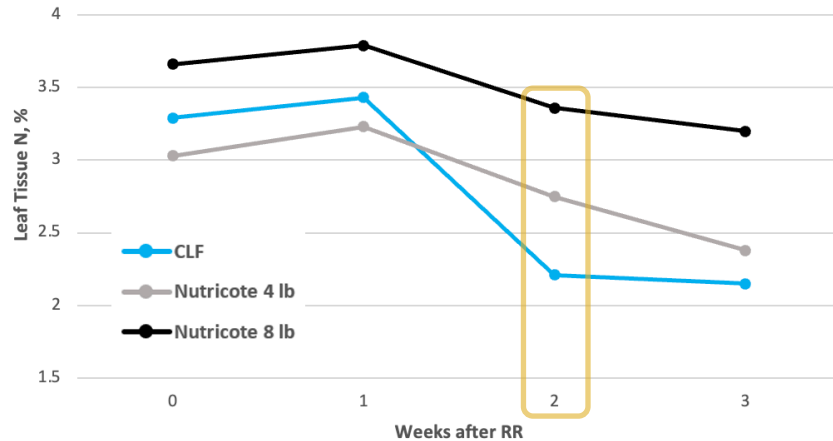


*Profile*® Growing  
Solutions

**IMPROVING RETAIL  
PLANT QUALITY  
WITH HYDRAFIBER®  
AND NUTRICOTE®**



### Leaf Tissue x Weeks After Retail



When retail plant quality isn't maintained and protected, it can result in unsold plants — otherwise known as shrink. Plants that don't make it off the shelves at retail are estimated to cost growers \$500 million annually. Profile® Growing Solutions enables growers to reduce shrink by keeping plants healthier for longer. Important new research demonstrates how sufficient water and nutrition management helps plants tolerate stress and improve shelf life.

## SUSTAINING RETAIL PLANT QUALITY

Profile Growing Solutions conducted lab trials to evaluate controlled-release fertilizers (CRFs) and water-soluble fertilizers to determine which inputs provide the most sustained nutrition for plants, enabling them to remain viable longer on the retail shelf. The trials assessed how and when bioavailable nutrients are released to help sustain the plant.

When tested against competitor products, Florikan® CRF technologies proved to be the most cost-effective solution for delivering bioavailable nutrients to plants. Nutricote®, of all the CRFs tested, released more nutrition at a more consistent rate during crop production and well into the consumer experience phase.

## EXTENDING SHELF LIFE WITH INDUSTRY-LEADING TECHNOLOGY

To evaluate whether Florikan® CRFs provide better retail quality than other nutritional programs, trials using six of the most popular varieties of early-, mid- and late-season annuals planted into a growing mix using both Nutricote® and GAL-Xe<sup>ONE</sup>® CRFs were conducted.

Nutricote® and GAL-Xe<sup>ONE</sup>® were used at varying rates of 2 lbs./CY, 4 lbs./CY, 6 lbs./CY and

8 lbs./CY and were compared to a common water-soluble fertilizer program at the industry standard 125 ppm nitrogen.

Researchers are seeing higher nutrient levels, better foliar tone and flower color, and overall improved visual quality in plants grown using Florikan® CRFs over water-soluble fertilizers, especially as post-production time increases.

## BEATING DROUGHT STRESS LEADS TO SUPERIOR QUALITY

Shelf life has always been difficult to measure and is often evaluated by looking at plants to see if they're attractive. Profile Growing Solutions took trials a step further by evaluating quality data, such as nitrogen levels in the leaf tissue. Plants grown in the HydraFiber® with Nutricote® mix displayed improved visual quality over

plants grown in water-soluble fertilizers. These improvements in point-of-sale quality lead to better sell-through, an enhanced consumer experience and an improved bottom line for the grower. HydraFiber® and Nutricote® is a winning combination for protecting retail plant quality and increasing profitability.



CLF - 125 PPM

Leaf Tissue N = 2.2%



Nutricote® - 4 lbs./CY

Leaf Tissue N = 2.8%



Nutricote® - 8 lbs./CY

Leaf Tissue N = 3.4%

4" geranium plants two weeks after reaching Retail Ready: Nutricote® grown plants have higher levels of leaf nitrogen and superior plant quality than plants grown with continuous liquid feed (CLF).

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**Nutricote® produces a dramatically larger, darker green plant with more flowers.**

10" Calibrachoa at RR + 3 weeks

**CLF at 125 PPM**



**LEAF TISSUE N = 1.8%**  
**QUALITY RATING 2.5**

**Nutricote® at 4 lbs./CY**



**LEAF TISSUE N = 2.4%**  
**QUALITY RATING 5.0**

- » Calibrachoa plants were grown with continuous liquid feed or with Nutricote®. Plants shown above are 3 weeks after reaching retail ready.
- » Nutricote® produced dramatically larger, darker green plants with more flowers.
- » Florikan® CRF products maintain leaf nitrogen levels and protect retail plant quality resulting in a superior consumer experience.

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# HydraFiber® and Nutritcote® has shown to be a winning combination for protecting retail plant quality and increasing profitability.

Second & Final Dry Down: Day 5 No Water

CRF



**PERLITE + CLF**



**HYDRAFIBER® + CLF**



**PERLITE + CRF**



**HYDRAFIBER® + CRF**

- » Drought stress response of plants was tested comparing Peat/HydraFiber® versus Peat/Perlite mixes, with Nutritcote® vs CLFs fertilities.
- » After five days without water, plants grown in HydraFiber® with Nutritcote® showed delayed wilting when compared to ones grown in Peat/Perlite with CLF. Individual effects of HydraFiber® and Nutritcote® can also be seen in images.
- » The combination of Nutritcote® and HydraFiber® provides value over Peat/Perlite mixes by increasing the bioavailable water and enhanced nutrition, extending the plants wilt window and quality at retail.

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# Florikan® CRFs produce superior quality plants and protect retail quality across container sizes.

Pansy in 804 packs at RR + 3 weeks



**LEAF TISSUE N = 1.9%**



**LEAF TISSUE N = 2.7%**

- » 804 flats of pansy were grown with either constant liquid feed or with Nutricote® and clear water. Upon reaching retail ready, all plants were irrigated with clear water to simulate the retail environment.
- » The flexibility of Florikan® products is demonstrated by producing high quality, uniform plants in packs as well as pots and hanging baskets.
- » Florikan® products protect retail plant quality in sizes as small as packs – even after 3 weeks!

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# KEY PRODUCTS



## HYDRAFIBER

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HydraFiber is a highly engineered media designed for use across a variety of plants and crops. It blends easily with other mix components and is designed to support the unique nutritional and water retention needs of your plants. No other substrate is as consistent and readily available to improve the physical characteristics of your growing mix.



## FLORIKAN

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Florikan controlled-release fertilizers continuously release nutrients at a predictable rate to foster superior plant growth. Florikan uses special coatings to encapsulate fertilizers, improving plant nutrition and reducing environmental impact. Profile Growing Solutions produces, mixes and delivers controlled-release fertilizers to top gardens and farms globally.



## ABOUT US

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In addition to our engineered media and controlled-release fertilizers, we supply high quality Canadian Sphagnum Peat Moss; premium coconut coir; and a line of bonded media for plant propagation. Profile Growing Solutions delivers the most complete portfolio of dynamic growth solutions designed to better cultivate total performance for professional growers in today's horticultural market.

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