HydraFiber®
ADVANCED SUBSTRATE

JUNE 2018

ROOTED

The HydraFiber® Advantage: Grow great plants…without the media headaches.

Powerful Products. Proven Results.

Growers are evolving to HydraFiber because it's backed by facts.

WE DON'T TALK ABOUT WHAT WE'RE GOING TO DO… WE DELIVER WHAT IS PROVEN TO WORK FOR YOU.

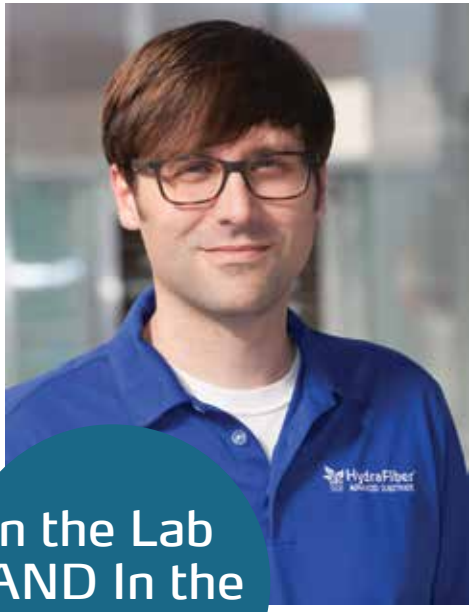
Long before HydraFiber ever hit the marketplace, our team firmly committed to delivering quality products that are verified by independent and internal R&D teams. Nothing is more important than building 100% confidence with every grower that HydraFiber will seamlessly and successfully become a key part of their media program.

We thank the earliest evolvers of HydraFiber for spreading the word to their peers about what this growing mix component is doing for their plants and their business. These are the growers who are now using HydraFiber in production every day, all day. Today, new customers are moving to HydraFiber with fewer trials because of our product's *Proven Results.*

We'd love to talk to you at Cultivate in July if you're attending – be sure to stop by AgriNomix Booth 2161. We are also very excited to sponsor 10 info-filled Cultivate Live! sessions on Sunday, July 15 and Monday, July 16 and hope you can take part.

Jennifer B. Broersma-Neujahr
Business Manager - Horticulture

WHETHER YOU'RE A GROWER OR A BLENDER, LARGE OR SMALL, HYDRAFIBER FORMULATIONS AND EQUIPMENT OFFER SOLUTIONS FOR EVERYONE. HERE, KRISTAN MCGUIGAN AND I CHECK ROOT DEVELOPMENT AT A GROWER TRIAL.



In the Lab AND In the Real World

DANIEL NORDEN, R&D AND TECHNICAL SERVICES MANAGER – HORTICULTURE, OVERSEES HYDRAFIBER TRIALS AND PROVIDES OBJECTIVE AND TIMELY TECH SUPPORT.

1. HydraFiber hit the market a few years ago. Share a little of the back story.

Profile has focused on soil health and vegetative establishment for decades, with a tremendous commitment to making sure their products work. About 10 years ago, they saw a need in horticulture, took their proven technology and combined it with university research on southern yellow pine as a substrate. Years of testing led to a fully vetted product. Trialing also helped us develop the highly compressed shipping format plus ways to seamlessly integrate it into grower programs. HydraFiber was ready to hit the ground running.

2. You and your team are "middlemen" between growers and Profile's R&D. What does that involve?

We take what's been proven in our labs and through independent sources, and then work closely with current and potential customers to recommend the best formulas, offer product advice and educate with best cultural practices for their HydraFiber mixes. On the flip side, our grower customers are some of our best teachers, always sharing their results, giving new insights, and inspiring us to develop new products and protocols.

3. Tell us about some of the HydraFiber research projects.

We've collaborated with many universities (NC State, Auburn, Michigan State, University of New Hampshire, etc.) to set up projects designed to help growers seamlessly transition to using HydraFiber and take advantage of its unique physical property characteristics. It's important to us to prove our products through these trusted, third party sources. Other projects in the pipeline are helping us to develop all-new products for growers.

4. Have there been any speed bumps along the way?

Nothing major…just the chance to always analyze where we can improve a grower's process. Because HydraFiber is a very unique raw material that can behave a little differently from traditional mixes, my top priority is helping customers succeed with it. From filling pots and watering properly, to balancing lime, applying fertilizers or using chemicals, we test every aspect extensively. Small tweaks in the greenhouse have led to big successes.

5. Final thoughts?

HydraFiber checks different boxes for each customer, whether it's efficiency, shelf life, inventory management or environmental reasons. I'm genuinely excited to be part of this new technology and proud that we've helped every grower make HydraFiber work well for them.

Tune in to Daniel's recent webinars: SPRING PRODUCTION TIPS at bit.ly/HydraFiberSpringTips and ARE SURFACTANTS NEEDED WITH HYDRAFIBER BLENDS: YES OR NO? at bit.ly/AreSurfactantsNeeded.

Tested. Trusted.

FROM OUR LAB TRIALS TO UNIVERSITY RESEARCH PROJECTS AND INPUT FROM GROWERS ACROSS THE COUNTRY, EVERY INSIGHT HELPS TO MAKE SURE HYDRAFIBER WORKS FOR EVERY GROWER.

AUBURN UNIVERSITY

IN THE LAB: STARTING POINSETTIAS WITH HYDRAFIBER

Much research has been conducted on wood fiber substrates as alternatives or amendments to perlite, peat, pine bark and coir in nursery and greenhouse crop finish production, but very little research has evaluated the effectiveness of wood fiber substrates in seedling and cutting propagation. A recent study at AUBURN UNIVERSITY IN AUBURN, ALABAMA examined the rooting and growth response of poinsettias to four different substrate blends, two of which included HydraFiber 160WB.

THE METHOD

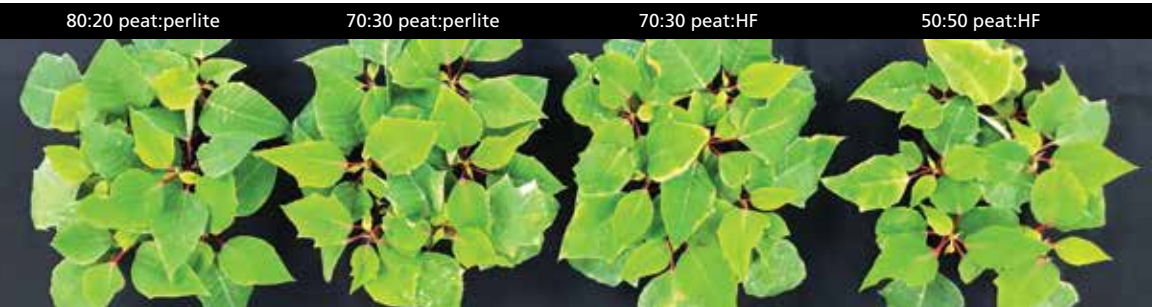
- Four substrates were blended on a v:v basis.
- Lime was incorporated into the substrates at varying rates, while all four substrates were amended with gypsum, starter fertilizer and surfactant at constant rates.
- Unrooted cuttings of Freedom Red poinsettia were stuck in 72-count trays on August 15, 2017.
- The completely randomized design included 12 reps, with 6 samples per rep.
- Cuttings were fertilized with 175ppm N (15-3-16) as needed throughout the study.
- Substrate pH and EC were evaluated at 0, 15 and 29 days after planting.
- Root and shoot dry weight were measured at the end of the study, 29 days after planting.

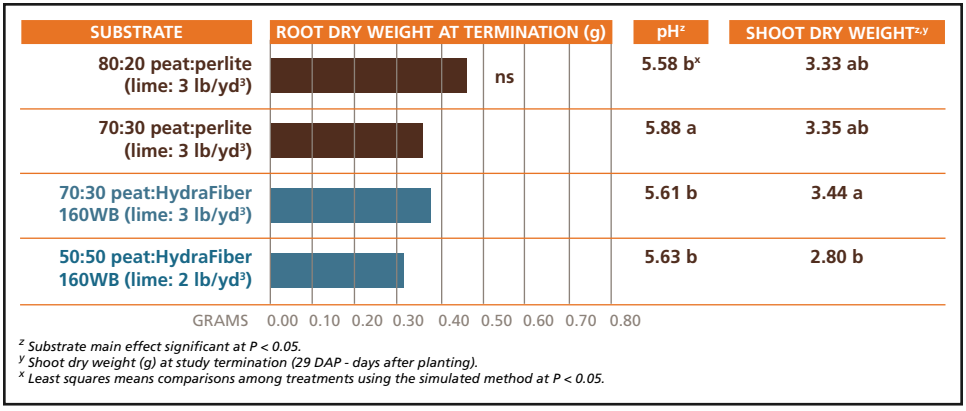
THE FINDINGS

- Root weight at the termination of the study was similar across all substrate treatments.
- Shoot dry weight at termination of the study was highest for the 70:30 peat:HF 160WB substrate and lowest for the 50:50 peat:HF 160WB. However, neither of the HF substrates was significantly different from the two peat:perlite control substrates.
- While there were minor differences in shoot dry weight at termination, the absence of differences among root dry weights leads to the conclusion that with special attention given to nutrient and water management, up to 50% HydraFiber may be acceptable as a rooting substrate for poinsettias.

WHAT DOES IT MEAN TO YOU?

The key takeaway from the Auburn trials is that both propagation formulations blended with HydraFiber 160WB in place of the perlite performed equally as well as the peat:perlite blends. Using HydraFiber in liner propagation at rates up to 50% means you don't sacrifice plant quality, while letting you benefit from the many HydraFiber advantages.





[z] Substrate main effect significant at P < 0.05.
[y] Shoot dry weight (g) at study termination (29 DAP - days after planting).
[x] Least squares means comparisons among treatments using the simulated method at P < 0.05.

PROJECT FUNDING WAS PROVIDED BY PROFILE PRODUCTS. WE THANK DR. GLENN B. FAIN, DR. J. RAYMOND KESSLER, ANNA-MARIE MURPHY, AND DAVE MITCHELL OF THE AUBURN UNIVERSITY DEPARTMENT OF HORTICULTURE FOR CONDUCTING THE POINSETTIA TRIALS.

DAN SCHANTZ GREENHOUSES

IN THE REAL WORLD: MOVING TO HYDRAFIBER FOR PROPAGATION

When DAN SCHANTZ FARMS & GREENHOUSES IN ZIONSVILLE, PENNSYLVANIA recently invested in their first sticking line, they also decided to expand their use of HydraFiber into their propagation mixes. Previously, their crew hand-stuck cuttings into prefilled trays, which was both more costly and ate up a lot of storage space.

Head grower Paul Hardiman reports they were already successfully using a 60:40 peat:HydraFiber blend for their finished crops, and were very familiar with the physical characteristics of HydraFiber as well as the operational benefits.

Wisely, Paul said they went into the new filling and sticking process early. "We started sticking vegetative cuttings in mid-December on the new line, using a 70:30 peat:HydraFiber blend with 8 lbs. lime. Sure, there was a learning curve, but it was not as stressful as if we had started in week 4 or 5."

One of the challenges was getting the ideal tray fill. HydraFiber's Daniel Norden and Gladys Opiyo worked on-site with Paul and his team, making simple adjustments like reversing the plow on the flat filler to deliver very clean fill. Paul also said they are now using less water in their HydraFiber propagation blend than in their finished mix, making a looser, less compacted material for easier sticking.

Along the way, an unexpected bonus surfaced. Compared to the previous prefilled trays, the pH in the line remained very stable in the HydraFiber propagation mix and had a very positive effect, especially in minimizing iron deficiency in their petunia and calibrachoa crops.

Paul's parting words to fellow growers: "The transition to a HydraFiber propagation mix was very easy and we are very satisfied with the results."

THANKS TO PAUL HARDIMAN FOR SHARING HIS HYDRAFIBER STORY.

WE SWITCHED TO HYDRAFIBER!

Growers across North America continue to switch to HydraFiber…eliminating perlite and reducing other raw materials…all with minimal changes to their production practices. Meet more of the "evolvers":

DALLAS JOHNSON GREENHOUSES

BERGEN'S GREENHOUSES

HEARTLAND GROWERS

TIDAL CREEK GROWERS

GARDEN STATE GROWERS

INTRODUCING

Our team continues to grow so that we can serve you even more effectively. You met Jennifer, Kristan, Daniel, Nathan, Gladys, Reid and Jaime in our first two issues of ROOTED. You can read more about them at www.hydrafiber.com now.

LAURENCE PALLEZ
INSIDE SALES REPRESENTATIVE – HORTICULTURE
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"I look forward to sharing my horticulture experience with our customers. I am very excited to be part of HydraFiber's novel technology and can't wait to do my part to grow the business!"

Laurence will focus on customer relations, helping current and potential grower customers make their transition to HydraFiber as seamless as possible. Laurence knows the horticulture business from several perspectives, with 12 years' experience working for an industry leader in crop management, new product development and product marketing. She will also help our internal team by identifying key customer insights and trends, and serve as HUB site manager.

HydraFiber Options Continue to Expand

510WB IS THE COARSEST OF OUR FIVE STANDARD FORMULATIONS, offering the most air space. It's ideal for nursery stock and other crops needing a fiber that will stay intact for multiple years. Use in 1 gallon, 2 gallon and larger containers.

UPDATED ONLINE HUB PUTS MORE INFO AT YOUR FINGERTIPS

The HUB is your personalized, timely and pertinent 24/7 online source…it's quick, it's easy and it's designed with you in mind.

NEW WEBINARS

Be sure to view two important new webinars: SPRING PRODUCTION TIPS and ARE SURFACTANTS NEEDED WITH HYDRAFIBER BLENDS: YES OR NO?, featuring important wettability tips and tools.

NEW EQUIPMENT NOTES

We've added over a dozen AGRINOMIX HPU TECH GUIDES to the Equipment Notes library.

SIGN UP NOW!

CONTACT LAURENCE PALLEZ AT 847-353-2148 for your HUB password and log-in tips, and to schedule your complimentary 15-minute HydraFiber HUB power session.

GET BACK INTO THE DRIVER'S SEAT ON YOUR MEDIA PROGRAM!

HydraFiber is turning growing upside down – it's the ONLY consistent and managed growing mix component that's domestic, reliable and readily available.

> 10 to 35% more available water to every plant due to the higher surface area of our fibers

> Better air space and improved root zone development from the 98% porous material

> Expedited shipping available for all standard HydraFiber formulations

> Locked-in contract pricing available

> Arrives unfrozen and ready to use

Smaller Growers, This Solution Is Right For You

The new HYDRAFIBER EXPANDER (HE) UNIT is a lower capacity Processing Unit that is ideal for small to medium-sized growers that mix their own soils, but have a lower capacity mix line. The HE Unit joins the popular Standard HydraFiber Processing Unit and the Extra Wide Unit to give growers of all sizes an effective option.

An important feature of 98% porous HydraFiber material is that it comes compressed and packaged in 50-lb. bales with a 13:1 expansion rate. HPUs are designed to return the bales to their fibrous state. WATCH OUR SHORT VIDEO TO SEE THE HYDRAFIBER PROCESSING UNIT IN ACTION: https://vimeo.com/HydraFiber/HPU.

CURRENT RESIDENT OR

HydraFiber®
ADVANCED SUBSTRATE

750 Lake Cook Rd., Suite 440
Buffalo Grove, IL 60089

Mixed Sources
Product group from well-managed forests, controlled sources and recycled wood or fiber
www.fsc.org Cert no. SCS-COC-001880
© 1996 Forest Stewardship Council

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WWW.HYDRAFIBER.COM

JOIN THE EVOLUTION! AT CULTIVATE'18

VISIT AGRINOMIX BOOTH 2161

We'd love to share the "nuts and bolts" advantages of HydraFiber and show you the several HydraFiber Processing Units in action.

★ ★ ★

ATTEND CULTIVATE LIVE! SESSIONS SPONSORED BY HYDRAFIBER

You're invited to one (or all!) of our 10 info-filled Cultivate Live! sessions on Sunday afternoon, July 15 and Monday afternoon, July 16. You'll get some great info from industry experts and members of the HydraFiber and AgriNomix teams, and have the chance to get your questions answered.

★ ★ ★

CONNECT WITH HYDRAFIBER BLENDING PARTNERS

Not mixing your own soils? We have partnered with several leading companies and expect the lineup to grow. Ask us at Cultivate and we'll give you an up-to-date list with their booth numbers.

THE TIME IS NOW
JOIN THE EVOLUTION
HydraFiber

AmericanHort | Cultivate'18
An AmericanHort Experience