

HydraFiber® Adds a New Twist to Growing for Better Selling!



Introduced to professional growers and soil blenders in 2015, the HydraFiber Advanced Substrate product line has quickly become a gamechanger both in the greenhouse and in the garden center. Following 10 years of research, development and testing by parent company Profile® Products, this innovative substrate provides a reliable, domestic and sustainable option for the greenhouse and nursery industries.

- Confidently offer crops rooted in consistent, high-quality media.
- Water less often.
- Keep your stores cleaner.
- Make transport easier for staff and shoppers.
- HydraFiber is factory-manufactured in the U.S., assuring a reliable, readily available substrate all year long so crops grow and ship without interruption.



"Plants love HydraFiber, rooting faster and better. We don't have to water as much and plants hold water better in the store."

Jeff Murphy, Operations Manager of Production and Maintenance, Altman Plants-Giddings, TX

"In the past, our sell-through on moss baskets was poor, mostly due to the fact that they would just dry out at retail. Switching to HydraFiber blend for the Spring 2017 season, we saw an improvement in our sell-through on moss baskets by over 50%, mostly because they looked nicer at retail longer."

Patrick Herzing, General Manager, Michael's Greenhouse



BETTER ROOTS ASSURE BETTER PLANTS

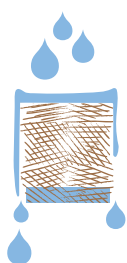
HydraFiber blends are now the #1 choice for many growers for their annuals, perennials, succulents, tropicals, vegetables, hemp, woodies and more. The reason: HydraFiber is proven to deliver higher air space than other common growing mix ingredients. More air space means more room for roots to weave and grow, resulting in an overall superior root zone environment.

▶ See how HydraFiber's unique structure promotes robust root development: bit.ly/HydraFiberRoots



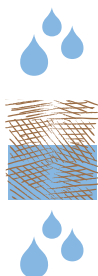
SUPERIOR WATER-HOLDING CAPACITY MEANS LESS FREQUENT WATERING

The unique patented HydraFiber manufacturing process creates long, thin fiber strands with tremendous surface area. These engineered fibers assure easier water uptake and send up to 36.6% more water to every plant compared to other media ingredients. With crops that go longer between waterings, your staff can spend more time helping customers and restocking inventory.



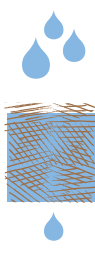
PEAT

PEAT'S WAXY CUTICLE SHEDS WATER AND DOESN'T STORE IT FOR THE PLANT



HYDRAFIBER

HYDRAFIBER THERMALLY REFINED FIBERS STORE AND RELEASE WATER TO THE PLANT WHEN IT NEEDS IT



COIR

COIR FIBERS TRAP WATER NEEDED FOR THE PLANT

HYDRAFIBER'S SUSTAINABLE ADVANTAGE IS THE MESSAGE SHOPPERS WANT TO HEAR

HydraFiber is manufactured year-round in Profile's North Carolina processing plant using virgin loblolly pine (*Pinus taeda*) wood and bark from reforested plots.

- This Southern Yellow pine species is one of the safest materials to include in a growing mix, as it's free of toxins found in hardwoods and other species that can affect plant establishment and growth.
- HydraFiber is completely sterile and inert after manufacturing, making it safe for food production.
- The manufacturing facility is located close to the raw ingredients, keeping trucking to a minimum and reducing the carbon footprint.
- HydraFiber products are OMRI-listed in the U.S. and Canada, and are suitable for organic production.



LESS FLOOR MESS AND CLEANER STORES = MORE TIME TO SELL!

Replacing perlite with engineered-fiber HydraFiber makes growing media look more natural and keeps retail outlets cleaner. And because HydraFiber significantly reduces sedimentation, there's less bark, peat, coir or other traditional ingredients washing out of the pot and onto the ground.

DELIVER A BETTER IN-STORE EXPERIENCE

HydraFiber features low bulk density and ships highly compressed to growers. When expanded and fluffed before blending, HydraFiber creates a lighter-weight growing mix than traditional blends to make moving large mixed combos safer and easier for your customers and employees.

Contact your grower today and ask about HydraFiber mixes!



HYDRAFIBER COMES FROM PROFILE PRODUCTS, PROUDLY OFFERING RESEARCHED AND PROVEN SOIL / MEDIA SOLUTIONS FOR OVER 50 YEARS.

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Plants Grown in HydraFiber® Are Available Coast to Coast



HYDRAFIBER GROWER PARTNERS



GROWERS AND RETAILERS KNOW THAT PLANTS GROWN IN HYDRAFIBER BLENDS NEED LESS FREQUENT WATERING, MAKE THEIR JOB EASIER AND ASSURE A HIGH-QUALITY CROP.

"After 30-plus years in the greenhouse industry, I've made the biggest changes in my substrate mixes with HydraFiber. In all the years that I've mixed soil, I've never seen the root systems just permeate the soil ball like they are now. Get a good root system and the plant will come."

Kevin Koeppler, General Manager,
Sunbelt Greenhouses

"For the end user in a patio pot or basket, we see a lot of benefits from HydraFiber in not having to water as much and growing a bigger, better, healthier plant."

Ric Stevens, Sales Manager, Heartland Growers

"The HydraFiber process is unique, precise and has an endless abundance of material. The QC is high and the team supporting the HydraFiber product line is impressive."

Chuck Zala, Retired Director of Global Sourcing,
Costa Farms

"Right away with HydraFiber, we had a better wetted surface right after transplanting, whether it be a liner or something from seed. From that, all of my growers saw a faster initial root out, a benefit that I didn't see coming!"

Chris Bergen, Owner, Bergen's Greenhouses

"I like the root system I get from HydraFiber due to the high porosity in the mix."

Marc Verdel, Head Grower, Battlefield Farms

"Our root quality with HydraFiber is way better than what it was before with perlite, and better roots equal better plants. Even with some of the harder varieties like calibrachoa and poinsettias, HydraFiber shines."

Nick Gapinski, CEO, Heartland Growers

"The greenhouse is cleaner – we don't have perlite laying all over the place. HydraFiber is very, very nice."

Paul Hardiman, Head Grower,
Dan Schantz Farms & Greenhouses

"Our company roots are in bark and we have been a promoter of sustainable forestry for many years. Finding a forestry product that can replace non-sustainable raw materials in growing media was very exciting for us. It is a technology we are investing in for the long run."

Neil McKeown, Business Development Manager,
Gro-Bark

"The shelf life of our poinsettia crop is better because the HydraFiber retains the moisture and when it's sitting on the shelf longer at the store, it's pulling that moisture out of that wood. We're seeing several more days at retail, which is a huge benefit."

Tim Van Der Hengst, Head of Production,
South Central Growers

"We're pretty diverse, doing bedding, succulents, foliage. We've not found anything that doesn't like HydraFiber mix. Our plants have rooted in very well, and we're happy with what we see."

Corwin Graves, Director of Growing,
Green Circle Growers

CONTACT YOUR GROWER TODAY AND ASK ABOUT HYDRAFIBER MIXES!

