

MAY 2019

# ROOTED

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



**Cut costs.  
Reduce risk.  
Boost your  
bottom line.**

**3 WHO SWITCHED**  
TELL YOU WHY

GROWERS SEE **SUCCESS**  
**WITH 50:50 RATES**

NEW **COST SAVINGS**  
**CALCULATOR** DEBUTS

# We've Got Your Back.



WE'RE COMMITTED TO STANDING BY YOU 24/7 TO MAKE YOUR MIXES WORK HARDER. I RECENTLY SPENT TIME WITH THE GREEN CIRCLE PRODUCTION TEAM OBSERVING THE MIX LINE, HEARING THEIR COMMENTS ON HYDRAFIBER AND SHARING A FEW RECOMMENDATIONS.

Tighter margins. Lousy weather. H2A laws. Scarce and costly transportation. I'm not telling you anything that is not already keeping you awake at night. What I can promise you is that HydraFiber is positioned to be a very positive and powerful business tool for you...no matter where you grow, what you grow or how much you grow.

## **FACT: HIGHLY COMPRESSED BALES REDUCE TRUCKLOADS.**

HydraFiber reduces your freight bills, cuts unloading labor and saves on storage space compared to other substrates.

## **FACT: NO PRICE FLUCTUATIONS.**

Know exactly what you'll pay for HydraFiber – whether it's a single shipment or a locked-in multi-year agreement.

## **FACT: NO SHORTAGE WORRIES.**

We produce year-round in North Carolina and always have HydraFiber ready to ship. Take delivery before you start your season or just as you need it.

Many of the world's most progressive growers have switched to HydraFiber and are enjoying relief from rising material, manpower and shipping costs while producing superior-quality plants.

I INVITE YOU TO CONTACT ME TODAY AT 630-386-5926 OR [JNEUJHR@PROFILEPRODUCTS.COM](mailto:JNEUJHR@PROFILEPRODUCTS.COM) FOR YOUR CUSTOMIZED HYDRAFIBER COST SAVINGS CALCULATOR.

It's the most realistic way to show you the difference HydraFiber will mean to your business and demonstrate how our proven product will keep you ROOTED in success.

JENNIFER B.  
BROERSMA-NEUJAHR  
DIRECTOR –  
HORTICULTURE  
BUSINESS

## Higher Inclusion Rates Pay Off



**PRODUCT REP KRISTAN MCGUIGAN** WORKS WITH GROWERS TO GET THE MOST FROM THEIR HYDRAFIBER BLENDS. HERE, SHE TALKS ABOUT THEM WANTING TO PUSH THEIR MIXES TO THE NEXT LEVEL.

### 1. Where do most new HydraFiber growers start?

The new norm for potting media starts with 30% HydraFiber. In many cases, this replaces the perlite being used. Once the growing teams have made the typically small adjustments to growing in 30% HydraFiber, they start to look at where they can increase their inclusion rate. The trend we see is growers typically stay at 30% for pack production and move the rate up to 40 to 45% HydraFiber in 4-inch and larger pots. For larger patio planters, this has been especially well received as using nearly half HydraFiber in the blend noticeably reduces the overall container weight. That's easier both for the teams loading the retail trolleys and for the end consumer filling their garden center cart.

### 2. When does the light bulb usually go on that it's time to use more HydraFiber in their blends?

A couple things seem to happen. For starters, the growing team has made the few needed tweaks

to daily irrigation practices and is seeing a more robust root system than with their previous blend. Then, with the risk of change gone, many facilities start seeing the cost savings in their margins and look for ways to build on that trend by increasing their inclusion rates.

### 3. Share a few success stories you've seen in terms of upping rates.



**(1)** We have several U.S. growers who took their plug blends to 60:40 peat:HydraFiber 160WB with great results. **(2)** A Texas grower finished poinsettias in 55:45 coir:HydraFiber 090WB. **(3)** Perennials thrived in 60:40 peat:HydraFiber 160WB for a grower in the Southeast. And of course, the last *Rooted* illustrated **BATTLEFIELD FARMS'** proven results with 50% HydraFiber on their 2018 poinsettia crop. (**FIND THE ARCHIVED ISSUE AT [HYDRAFIBER.COM](https://www.hydrasystems.com)**)

### 4. What advice do you have for growers already using HydraFiber?

If you haven't already, expand your crop range! HydraFiber blends deliver proven results on bedding crops, and we also see succulents, tropicals, niche perennials and vegetables produce outstanding root structures in a HydraFiber blended media. Due to its naturally spongy nature, HydraFiber creates the necessary space for roots to develop while providing excellent porosity which specialty crops often require.

### 5. Finally, a few words to growers on the fence about switching to HydraFiber.

First, seeing is believing! Contact a HydraFiber team member today and we'll get you set up with trial materials to see positive results in your own production facility. Second, ask around because growers who have made the switch to HydraFiber are happy to share their experience.



# Maximize Your Value & Efficiency

GROWERS COAST TO COAST ARE MOVING TO HYDRAFIBER. **THREE SHARE THOUGHTS ON MAKING THE SWITCH AND THE DAY-TO-DAY OPERATION OF THEIR MIX LINES.** HYDRAFIBER OFFERS SOLUTIONS FOR GROWERS OF EVERY SIZE TO PRODUCE SUPER-SELLABLE PLANTS WITH FEWER MEDIA HEADACHES.



Compressed HydraFiber bales are key to reducing your shipping costs, saving storage space and unloading fewer trucks. Easily returned to its fibrous state with one of the HydraFiber processing units, each bale yields over a cubic yard of HydraFiber ready to blend with other components.

- > All three models are ready to install into your mix line for a simple and seamless transition.
- > Developed, built in the U.S. and installed by AgriNomix, industry leaders in greenhouse manufacturing equipment.
- > Numerous layout configurations are available for each model.



WATCH OUR SHORT VIDEO  
TO SEE THE MACHINES IN ACTION:  
[VIMEO.COM/HYDRAFIBER/HPU](https://vimeo.com/hydrfiber/hpu)

**1****CREEKSIDE GREENHOUSES**

Seasonal potted plant production in 400,000 sq. ft. of greenhouses and 12 acres of outdoor production.

**LOCATION:**  
JORDAN  
STATION,  
ONTARIO

**SWITCHED TO  
HYDRAFIBER:**  
2019

**USES: HYDRAFIBER  
EXPANDER (HE) UNIT**



**BRANDON KOOLE**  
GENERAL MANAGER /  
CO-OWNER

Creekside recently went "all in" to transform their media program – moving from peat-perlite premix to blending their own mixes AND making HydraFiber a key part of their recipe at the same time.

Brandon and brother /

head grower / co-owner Matt had turned to AgriNomix, trusted equipment partner of many years, to integrate a mix line into current equipment and heard of HydraFiber as an opportunity. At the same time, Matt was talking to several growers who had already switched to HydraFiber. The cost savings and the success stories combined to make 2019 the right time for change.

Is Brandon happy with the move to HydraFiber? He answers with a strong "Yes!" and reports the transition to mixing their own HydraFiber blends was easier than he thought. 100% of their 2019 mixed baskets, planter pots, hydrangeas and more were transplanted in the new HydraFiber blend and they immediately saw healthy plants with better rooting. Shortly after this interview, bedding flats were started and Brandon sees no reason not to expect the same positive results.

On the HydraFiber Expander side, AgriNomix has worked closely with Creekside to make a few modifications. Brandon has high praise for their quick response: "We asked for changes to the bale feeder, and they jumped right on it. Now they are looking at an alarm system to alert the team to any jams."

**HYDRAFIBER EXPANDER (HE) UNIT**

**25 CUBIC  
YARDS  
PER  
HOUR**

**BEST FOR: GROWERS WITH ONE  
TO TWO PLANTING LINES**



- > DURABLE PERFORMANCE IN A COMPACT, SMALLER-FOOTPRINT UNIT.
- > EASY TO SELF-INSTALL INTO MOST EXISTING MIX LINES.
- > CAN BE FED DIRECTLY FROM YOUR BALE SHAVER OR MIX LINE.
- > BLENDS HYDRAFIBER WITH A SINGLE SUBSTRATE.

**MORE WAYS  
TO MAXIMIZE  
YOUR MARGINS  
WITH  
HYDRAFIBER**

Find relief from rising costs with HydraFiber, the only consistent and managed growing mix component that's:  
**DOMESTIC  
RELIABLE  
READILY AVAILABLE**



**THIS SUBSTRATE  
SHOWS UP ON TIME**  
Efficiently made in the U.S. and always ready to ship, so you have HydraFiber in hand right when you need it.

**2** **ALTMAN PLANTS**

Part of one of the nation's largest horticultural growers, Giddings' 70 acres of greenhouses supplies plants to leading retailers and independent nurseries.

**LOCATION:**  
GIDDINGS,  
TEXAS

**SWITCHED TO  
HYDRAFIBER:**  
2017

**USES: HYDRAFIBER  
PROCESSING UNIT (HPU)**



**JEFF MURPHY**  
OPERATIONS MANAGER  
OF PRODUCTION AND  
MAINTENANCE

Jeff joined Altman Plants at their Giddings location in January 2018 just as the new HydraFiber Processing Unit was ready to start up. With his strong background in wood substrates, Jeff realized that HydraFiber is less risky to grow in as it arrives sterile and inert.

He and his head grower did weekly trials filling 10-inch baskets plus pots and packs of different sizes. Within a month, they liked what they saw and switched completely to HydraFiber blends for propagation and finishing.

Jeff's starting point was 30% HydraFiber / 70% peat. Quickly apparent was the better, faster rooting along with not having to water as much and plants holding moisture better in the store. Heading into 2019, Jeff worked with his growers to push their mixes to 35% HydraFiber / 65% peat. His goal: to increase HydraFiber by 5% every year until they hit 50:50 or greater. His thinking: HydraFiber is a great product that works. Incremental increases are important to get to where you want to be while still letting your growing teams be comfortable with the product.

**HYDRAFIBER PROCESSING UNIT (HPU)**

**100 CUBIC  
YARDS  
PER HOUR**

**BEST FOR: REGIONAL BLENDE  
AND GROWERS**



- > MAXIMIZES HYDRAFIBER YIELD AND UNIFORMITY.
- > CAN BE EMPLOYED AS THE BLENDING LINE MIXER CHAMBER.
- > INDUSTRIAL COMPUTER WITH "PER CALL" VARIABLE HYDRAFIBER RATIO CONTROL WHEN USED WITH FULL RECIPE MIX SYSTEM.
- > TOUCH SCREEN WITH BALE COUNTER AND MAINTENANCE REMINDERS.
- > STAINLESS STEEL MIX CHAMBER.



**HYDRAFIBER BALES EXPAND 13:1**

**SAVE ON SHIPPING,  
STORAGE &  
UNLOADING**

1 semi of HydraFiber =  
2 of coir, 5 of peat or 8  
of perlite. A little goes a  
long way!

**MIX CLEANER  
FROM DAY ONE**

Less dust and  
mess cleanup  
gives you more  
time for growing  
top-quality plants.



**3 COSTA FARMS**

One of the world's largest horticultural growers, Costa produces and distributes over 1,500 foliage varieties and a huge array of annual and perennial garden plants across North America.

**LOCATION:**  
MIAMI,  
FLORIDA

**SWITCHED TO  
HYDRAFIBER:**  
2017

**USES: EXTRA WIDE AND  
STANDARD HYDRAFIBER  
PROCESSING UNITS**



**CHUCK ZALA**  
DIRECTOR OF  
GLOBAL SOURCING

Costa Farms is proud to be the first company to do large-scale foliage production in HydraFiber blends. Their Foliage Division operates a state-of-the-art soil research and processing plant, and is working with the Profile and

Profile has been a tremendous asset, keeping on top of every installation, working with both the nucleus of our company people and the teams at each location, and basically being available 24/7 to make the equipment work. And like the Profile and HydraFiber teams, AgriNomix continues to be a high-quality, high-tech company that is very committed to success."

AgriNomix teams now to install the industry's first Extra Wide HydraFiber Processing Unit there, expecting it to be fully operational by June 1.

When Costa began trialing HydraFiber three years ago, they started out with one of the original HydraFiber Processing Units. Chuck says "Today we believe very strongly in this innovative substrate and we are growing as many of our foliage crops as possible in HydraFiber blends. Adding the new Extra Wide alongside our upgraded HPU makes sense for us, and we anticipate the same efficient results."

Companywide, Costa has four more HPUs at three of their Color Division locations, and another going live in May in Venus, FL. According to Chuck, "Yes, there were small hiccups along the way but the whole transition to HydraFiber and the HPUs has gone very well. Nate Carney from

**EXTRA WIDE HYDRAFIBER PROCESSING UNIT**

**300 CUBIC  
YARDS  
PER  
HOUR**

**BEST FOR: HIGHEST-CAPACITY  
BLENDERS AND GROWERS**



- > DUAL BALE IN-FEED DOUBLES THE THROUGHPUT OF EXCEPTIONALLY BLENDED MIX.
- > VARIABLE SPEED DIRECT DRIVE FOR EVERY ROLLER ALLOWS FOR INDIVIDUAL SPEED CONTROL AND MINIMIZES MAINTENANCE AND COMPONENT WEAR.

**BETTER ROOT  
DEVELOPMENT**

HydraFiber delivers higher air space than other popular components, creates a superior air-rich root zone environment and makes more water available for uptake.

**WE STAND BY YOU 24/7**

The arrival of your first truckload of HydraFiber is just the start. We're at your side with every crop, helping you find your best media solutions.



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



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

HydraFiber comes from Profile Products, proudly offering researched and proven soil / media solutions for over 50 years.



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of, and SOLUTIONS FOR YOUR ENVIRONMENT is a  
service mark of, PROFILE Products LLC.  
19004 05/2019

WWW.HYDRAFIBER.COM

# Get **info.** Get **inspired.** Get **connected.**

**MEET THE NEW HYDRAFIBER.COM.** The HydraFiber HUB just received a total revamp to offer you even more personalized, timely and pertinent 24/7 info. Designed with you in mind, it's easier to navigate and it's jam-packed with:

**DEEPER DIVE INTO PRODUCT,  
GROWING AND EQUIPMENT DETAILS**

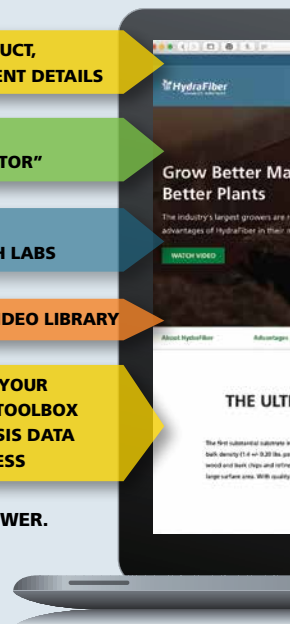
**NEW "HYDRAFIBER  
COST SAVINGS CALCULATOR"**

**LATEST RESULTS FROM  
INDEPENDENT RESEARCH LABS**

**EXPANDED "HOW TO" VIDEO LIBRARY**

**PLUS...EASY ACCESS TO YOUR  
PASSWORD-PROTECTED TOOLBOX  
WITH TRIAL AND ANALYSIS DATA  
UNIQUE TO YOUR BUSINESS**

**MORE TOOLS. MORE POWER.  
VISIT THE HUB TODAY...  
AND BE SURE TO TELL US  
WHAT YOU THINK!**



## **WE SWITCHED TO HYDRAFIBER!**

**A WARM WELCOME TO THREE NEW "EVOLVERS":**

**BOB'S MARKET & GREENHOUSES**

**CREEKSIDE GREENHOUSES**

**WHITE'S NURSERY & GARDEN CENTER**

Many of the world's leading growers are using HydraFiber blends in production every day and seeing positive results on their plants and their business. **GROWER OR BLENDER, LARGE OR SMALL, THERE'S A HYDRAFIBER FORMULATION AND EQUIPMENT FOR YOU!**