



Hort October 2005

It's the Duct Tape of the Plant Production World!

Diversity in the Horticulture and Agriculture markets in Florida is probably an understatement. Since my travels take me to many parts of the state, I have called on growers of bedding plants, hydroponic vegetables, blueberries, foliage plants, woody ornamentals, ferns, poinsettias, citrus, grapes, trees of all shapes and sizes, and even orchids. One thing that I hear growers saying over and over again is: "Essential® Plus really works!".

Trying to understand and then explain Essential Plus 1-0-1 with its many ingredients and benefits was at first intimidating. Mostly because there are more than 15 ingredients contained in this rich, dark brown organic solution. Best described as an 'all natural rooting hormone and biostimulant', the list of what this product is and can do goes on and on....

- A way to increase organic content in poor or deficient soils due to the natural fermented plant solubles and simple sugars
- Sugars provide a rich food source for beneficial soil microbes
- The Carbon contained in Humic acid makes this one of the few products on the market which helps neutralize salts and will aid in recovery from chemical burn
- Several ingredients combine to combat transplant shock, reverse root damage, and help plants to overcome stress
- Natural wetting agent improves water absorption and water retention in soilless media
- Certain chemical properties of Humic acid bind with nutrient ions to prevent their leaching through poor soils.

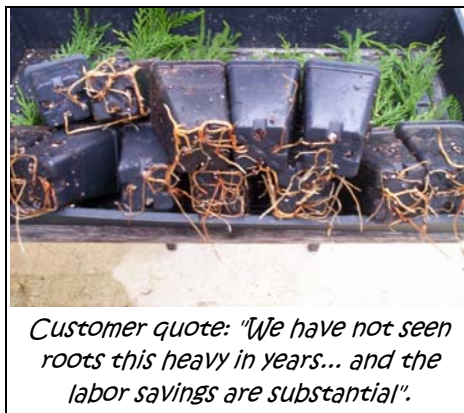


In just 6 weeks these Orchids have great roots coming out of the bottoms of the pots. Before using Essential Plus, it used to take 12-16 weeks to grow the same root system.

and goes into solution easily.

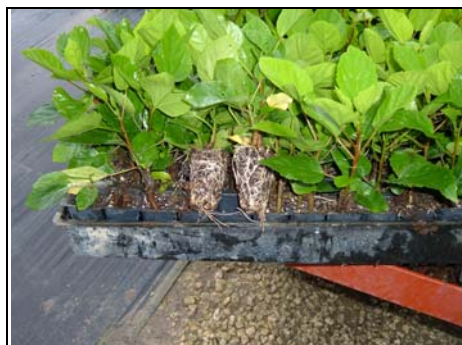
I personally have seen Essential Plus work time and time again in many different situations. This is one product I will always keep on hand because it does so very many things. Maybe it's the Duct Tape of the plant production world!

Want to learn more about any of the products in the Growth Products Line? Call us at (800) 648-7626. You may also visit us on the World Wide Web at www.growthproducts.com. E-mail: questions@growthproducts.com



Customer quote: "We have not seen roots this heavy in years... and the labor savings are substantial".

- A natural alternative to traditional rooting hormones which can be dipped into, drenched, sprayed on, or injected through irrigation systems
- An aid for more abundant and quicker seed germination thanks to the Humic acid & natural wetting agent



Arboreola "Dazzle" is a very difficult to root variety due to its high variegation. The customers were very pleased with what Essential Plus has done to help rooting.