

NEWS RELEASE

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ESPOMA INTRODUCES FLOWER-TONE™ ORGANICALLY BALANCED PLANT FOOD

New premium plant food is formulated specifically to encourage
abundant blooms in annuals and perennials

MILLVILLE, NJ ---- The Espoma Company, manufacturer of premium plant foods, recently announced the introduction of Flower-tone™ organically balanced plant food. Consisting of a complex blend of quality organic ingredients fortified with enriched minerals, Flower-tone has been specially formulated to provide safe, continuous feeding for annuals and perennials.

According to Espoma Vice President, Serge Brunner, “By combining pure, natural ingredients in just the right balance with enriched minerals, we have formulated a plant food specifically for annuals and perennials to create brilliant blooms, build strong roots and resist cold weather and disease,” said Brunner.

Flower-tone is rich in phosphorus and potassium to encourage prolific flowering. And, because Flower-tone contains growth enhancing kelp meal, it contributes a naturally potent mix of minerals, amino acids and plant growth hormones, providing an added boost for blooms.

Brunner added that unlike synthetic water-soluble fertilizers which provide a meal comparable to a fast food diet, Espoma’s Flower-tone offers plants a healthy, balanced meal. “Flower-tone has been formulated to provide plants with a slow, steady feeding of all 15 of the nutrients which are essential to plant health -- a claim no other plant food can make,” said Brunner.

In addition to the standard nitrogen, phosphorus and potassium nutrients (N-P-K) found in most plant foods, Flower-tone, like all Espoma Tone products, provides 12 additional vital trace elements and micronutrients such as iron, calcium and magnesium.

Flower-tone derives its 15 essential nutrients from a unique combination of the highest quality natural organic ingredients available. In addition to kelp meal, it includes dehydrated manure, animal tankage, crab meal, cocoa meal, dried blood, sunflower meal, cottonseed meal, greensand, rock phosphate, and sulfate of potash.

This balanced meal of complex organics creates a long-lasting reservoir of nutrients that feed plants safely and naturally. Brunner attributes this to two factors. "First, unlike most plant foods which derive their nutrients from one or two simple ingredients, Flower-tone has a wide variety of ingredients which decompose and release their nutrients at different rates for a steady, continuous feeding," said Brunner. "Second, the organics in Flower-tone break down slowly, relying on a combination of temperature, moisture and soil microbial activity to release their nutrients. This safe, natural process means that Flower-tone will not burn the plant or leach out of the soil."

In addition, Flower-tone does more than feed the plant, it also enriches the soil. "In fact, Flower-tone actually improves the overall structure of the soil by adding humus and encouraging soil microbes -- another claim no other type of plant food can make," remarked Brunner.

Available in ready-to-use, granular formulation, Flower-tone comes in 5 and 25 lb. bags to meet the needs of a wide range of gardeners, and can be found at fine lawn and garden retail locations.

Since the 1929 introduction of its first organically balanced plant food, Espoma has led the industry with formulating complex blends of pure, natural ingredients to suit a whole range of different plants. Espoma offers 31 varieties of time-proven plant food products including Holly-tone®; Plant-tone®; Rose-tone®; Bulb-tone®; Tomato-tone®; Garden-tone®; Tree-tone®; Turf-tone® and Espoma Organic®.

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