

NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: John Harrison
The Espoma Company
856-825-0542
F: 856-825-1385
jharrison@espoma.com

ESPOMA ANNOUNCES THE AVAILABILITY OF PLANT-TONE® ORGANICALLY BALANCED, ALL-PURPOSE PLANT FOOD

Espoma's very first plant food has aided gardeners for over 70 years

MILLVILLE, NJ ---- The Espoma Company, manufacturer of premium, organically balanced plant foods, announces the availability of Plant-tone®. The company's very first plant food, Plant-tone is an all natural, all purpose plant food consisting of a complex blend of quality organic ingredients.

According to Espoma Vice President, Serge Brunner, Plant-tone has been specifically formulated to be rich in nitrogen derived from pure natural ingredients. "Plant-tone's nitrogen-rich formula neutralizes the soil and encourages heartier, greener growth for all plants," said Brunner. "It is excellent for preparing soil beds and is an ideal starter plant food. And, due to Plant-tone's all natural, high quality ingredients, the product is approved for organic gardening."

Introduced in 1929 as Espoma Organic, and known today as Plant-tone, Brunner added that unlike synthetic water-soluble fertilizers which provide a meal comparable to a fast food diet, Espoma's Plant-tone has offered plants a healthy, balanced meal for over 70 years. "Plant-tone has been formulated to provide plants with a slow, steady feeding of all 15 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, Plant-tone, like all Espoma Tone products, provides 12 additional vital trace elements and micronutrients such as iron, calcium and magnesium.

Plant-tone derives its 15 essential nutrients from a unique combination of the highest quality natural organic ingredients available including dehydrated manure, animal tankage, crab meal, cocoa meal, bone meal, dried blood, sunflower meal, kelp, 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, Plant-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 Plant-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 Plant-tone will not burn the plant or leach out of the soil.”

In addition, Plant-tone does more than feed the plant, it also enriches the soil. “In fact, Plant-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.

For best results, Brunner suggests using Plant-tone for planting and feeding of all plants, and recommends reading and following label directions.

Available in a ready-to-use, granular formula, Plant-tone comes in 5, 10, 25 and 50 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 organic plant food products including Flower-tone™; Holly-tone®; Rose-tone®; Bulb-tone®; Tomato-tone®; Garden-tone®; Tree-tone®; Turf-tone® and Espoma Organic®.

###