

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 ROSE-TONE® ORGANICALLY BALANCED PLANT FOOD

Premium plant food is formulated specifically for prize-winning roses

MILLVILLE, NJ ---- The Espoma Company, manufacturer of premium, organically balanced plant foods, announces the availability of Rose-tone®. Consisting of a complex blend of quality organic ingredients fortified with enriched minerals, Rose-tone is specifically formulated to provide safe, continuous feeding to produce prize-winning blooms in all varieties of roses.

According to Espoma Vice President Serge Brunner, by combining pure natural ingredients in just the right balance with enriched minerals the company has formulated a rose food rich in organic nitrogen, as recommended by professional rosarians, to encourage strong root structure, disease resistance, and large, robust blooms.

Brunner added that unlike synthetic water-soluble fertilizers which provide a meal comparable to a fast food diet, Espoma's Rose-tone offers plants a healthy, balanced meal. "Rose-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, Rose-tone, like all Espoma Tone products, provides 12 additional vital trace elements and micronutrients such as iron, calcium and magnesium.

Rose-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, cottonseed 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, Rose-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 Rose-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 Rose-tone will not burn the plant or leach out of the soil.”

In addition, Rose-tone does more than feed the plant, it also enriches the soil. “In fact, Rose-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 recommends feeding roses with Rose-tone from the beginning of the growing season to the middle of September. “Roses thrive best in well drained soil, which is rich in organic material,” remarked Brunner. “Feed your roses monthly using Rose-tone, and remember to keep them well mulched and water often.”

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

###