

NEWS RELEASE

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ESPOMA ANNOUNCES THE AVAILABILITY OF TREE-TONE® ORGANICALLY BALANCED PLANT FOOD

Premium Plant Food, Specifically Formulated To Provide Safe, Continuous Feeding Of All Shade, Fruit
And Ornamental Trees

MILLVILLE, NJ ---- The Espoma Company, manufacturer of premium, organically balanced plant foods, announces the availability of Tree-tone®. Consisting of a complex blend of quality organic ingredients fortified with enriched minerals, Tree-tone is formulated specifically to provide safe, continuous feeding for all shade, fruit and ornamental trees such as cherry, pear, apple, maple, and oak.

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 rich in phosphorus and nitrogen which safely offers all shade, fruit and ornamental trees the nutrients they need to aid in the development of the entire tree -- leaves, roots, trunk at all -- and to encourage more vigorous production of fruit and flowers,” said Brunner.

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

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

In addition, Tree-tone does more than feed the plant, it also enriches the soil. “In fact, Tree-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 trees with Tree-tone in the early spring and again in late fall. “Feeding in the early spring will provide optimum growth and color throughout the growing season,” remarked Brunner. “However, don’t forget to feed them once again in the late fall after the leaves drop, but before the ground freezes, to help harden off new growth, aid in root development, and enable the roots to store food for use in early spring.”

Available in a ready-to-use, granular formula, Tree-tone comes in 5, 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®; Plant-tone®; Rose-tone®; Bulb-tone®; Tomato-tone®; Garden-tone®; Turf-tone® and Espoma Organic®.

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