

# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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## **ESPOMA INTRODUCES BIO-TONE<sup>®</sup> STARTER PLUS**

All natural plant food enhanced with microbes & mycorrhizae

MILLVILLE, NJ ---- Officials of The Espoma Company, the leading manufacturer and marketer of natural organic plant food, announce the introduction of a new starter plant food to help gardeners reduce transplant loss.

Bio-tone<sup>®</sup> Starter Plus is an all natural plant food supplemented with a proprietary blend of beneficial bacteria and both Ecto and Endo Mycorrhizae fungi. “Over 400 field tests and 30 years of lab trials have proven that the bacteria package in this product helps plants establish faster, promote deeper roots and bigger blooms” said Jeremy Brunner, Vice President of the Espoma Company. “The addition of both types of mycorrhizae will really help gardeners tackle the difficult soil site.” Brunner continued. Mycorrhizae have been shown to greatly enhance plant uptake of available nutrients resulting in greater root mass and more efficient use of available nutrients. “The combination of the bacteria and fungi in Bio-tone Starter Plus gives the gardener working in poor soils, particularly new construction, the tools to ensure transplant success.”

For more information call 800-634-0603.

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