



# EthylBloc™ Technology

## Truck Kit Information

### What it is—

EthylBloc™ is a patented, EPA approved ethylene action inhibitor designed to keep flowers and plants fresh during transport and storage. EthylBloc™ technology is a powder that when dampened or mixed with mixing / buffer / water releases a gas that helps extend the life of fresh cut flowers and potted plants as well as bedding, nursery and foliage plants.

### Why use it—

The negative effects of ethylene have been estimated by the industry to cause up to 30% of all floriculture crop losses due to dull colors, leaf and petal drop, and aging acceleration. EthylBloc technology works naturally with flowers and plants to inhibit ethylene damage and to keep fresh cut flower and plants fresh through transport and storage. It is specifically designed to be used by all stages of the floral and nursery industries.

### How does it work—

EthylBloc works by restraining the negative effects of ethylene - the natural gas produced by plants, flowers, fruit, vegetables and a host of other organic and nonorganic matter. The EthylBloc technology binds to the ethylene receptor in the flower or plant cells, inhibiting the negative effects of ethylene. EthylBloc technology leaves no trace or residue after treatment, and is completely safe for humans and animals.

### Benefits and Features—

- Inhibits damage from ethylene
- Increases flower life up to 300 percent
- Helps eliminate leaf yellowing
- Decreases premature flower aging
- Reduces ethylene-induced flower, bud and leaf drop
- Inhibits opening and wilting of flowers caused by ethylene
- Helps reduce costly scrap
- Ideal for treating flowers and plants in air tight spaces like flower boxes, chillers and truck or sea containers
- Nontoxic and environmentally friendly
- Easy to use with almost no labor cost
- Effective in both refrigerated and room temperature conditions



Control - Rose



EthylBloc™ Treated - Rose



Control - Orchid



EthylBloc™ Treated - Orchid

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Growers



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Bouquet  
Operation



Internet



Retail Florist



Supermarket

<sup>1</sup>For complete safety information, review the product label and Safety Data Sheet.

EPA Reg. 71297-1-32258  
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EthylBloc is distributed in the United States and Canada by Floralife.

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751 Thunderbolt Drive | Walterboro, SC 29488 • 800.323.3689 • 843.538.3839 • [www.floralife.com](http://www.floralife.com)

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### How It Is Applied—

EthylBloc™ Truck Kits are typically used in truck trailers or containers, sea freight containers, coolers and greenhouses. The kits include a water soluble premeasured packet of EthylBloc, and a buffer / mixing solution that when combined, releases the EthylBloc for a slow and constant exposure to the fresh cut flowers or plants.



- Remove the tear strip on the bucket lid.



- Remove contents from the bucket (remove entire sealed EthylBloc™ Technology pouch from the foil bag).



- Pour entire contents of buffer solution into bucket.



- Replace the lid on the bucket.



- Drop entire sealed EthylBloc™ Technology pouch through vent hole on bucket. **DO NOT TEAR OPEN** the pouch. It is water soluble and will dissolve in buffer solution.



- Put the transport kit on a stable, level surface in the cooler room or floor of a truck. Close the cooler or truck door within 2 minutes, keeping it sealed tight for a minimum of 4 hours for cut flowers or flowering potted plants. The internal ventilation must be on to ensure good air circulation in the area. All scrubbers (CO<sub>2</sub> and ethylene) must be switched off. The use of lime to scrub CO<sub>2</sub> will not interfere with the application.

Please see the packaging label for complete use instructions and proper safety requirements.

### Specific Treatment Periods

English (Imperial) Equivalent Amount of EthylBloc	Cubic Feet to Treat	Metric Equivalent Amount of EthylBloc	Cubic Meters to Treat
<i>Treatment conditions 55° to 75° F, 4 to 8 hours.</i>			
38 g water soluble packet	2,500	750 ml	75
75 g water soluble packet	5,000	1500 ml	150
<i>Treatment conditions 55° to 75° F, minimum 10 hours.</i>			
38 g water soluble packet	5,000	750 ml	150
75 g water soluble packet	10,000	1500 ml	300
<i>Treatment conditions 35° to 55° F, minimum 10 hours.</i>			
38 g water soluble packet	2,500	1125 ml	75
75 g water soluble packet	5,000	2250 ml	150