

## EthylBloc™ Tabs Technology

The negative effects of ethylene are estimated by industry leaders to cause up to 30 percent of all floriculture crop losses, causing colors to dull, leaves and flowers to drop, and aging to accelerate.

EthylBloc™ Tabs is an ethylene action inhibitor that works naturally with flowers and plants to keep them fresh, from the field during shipping and distribution right through to the consumer. It can be used with cut flowers and potted flowers. EthylBloc™ technology protects flowers and plants from both internal and external sources of ethylene.

EthylBloc™ Tabs benefit all segments of the floral and nursery industries, including growers, shippers, wholesalers, bouquet makers, mail order houses and retailers. Suppliers and retailers will be delighted to have more decision making flexibility and less product shrink. Consumers will be delighted that their flowers and plants look better and last longer.

### How does it work?

When the EthylBloc™ Tabs are dissolved in a specific release solution, its active ingredient is released and bind to ethylene receptors in plant cells, thereby preventing the plant from being damaged by ethylene. Flowers and foliage plants are the best protected when treated with EthylBloc technology immediately after harvest, although a protective treatment can also take place just prior to shipment, upon shipment arrival or just prior to sale. The slow and steady release of EthylBloc technology during 4 hours in a tight container or a tight room ensures that flowers and plants are thoroughly exposed to its effects within the treatment period. EthylBloc technology leaves no trace or residue after treatment is completed, and is safe for workers<sup>1</sup>.



Control Rose



EthylBloc™ Treated Rose

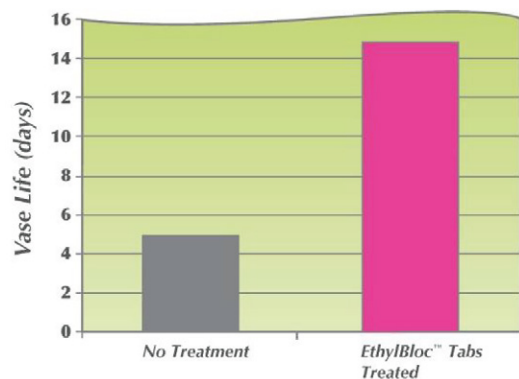


### Features and Benefits:

- 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 and credits
- Ideal for treating flowers and plants in small tight spaces like chillers, truck containers, or sea containers
- Easy to use
- Nontoxic and environmentally friendly
- Effective in both refrigerated and room-temperature conditions

### How is it applied? (follow complete directions)

- See product instructions for full details.
- The EthylBloc™ Tabs treatment is designed for areas that can be tightly enclosed to prevent leakage, such as a truck, sea container, or a storage room.
- Determine the correct number of tablets required for the size area to be treated. Use 1 tablet per 10 m<sup>3</sup> of flowers and / or plants along with a ready to use release kit placed inside the enclosable area.
- Add the tablet to the activator solution, close the area, and exit.
- For maximum effectiveness prevent re-entry until the treatment is completed.



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

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