

Introducing

# EuroBerelex<sup>®</sup> 40 SG

PLANT GROWTH REGULATOR

EuroBerelex<sup>®</sup> 40 SG Plant Growth Regulator



**Euro  
plenty**<sup>™</sup>  
Advanced Efficiency

[www.europlenty.com](http://www.europlenty.com)

## EuroBerelex® 40 SG Plant Growth Regulator Summary of Product Benefits



### TABLE GRAPES

- Elongates and loosens clusters to enhance air circulation and light penetration
- Decreases berry set, reduces thinning costs
- Increases berry size and quality



### CITRUS

- Increases fruit set and yield
- Delays rind aging
- Reduces physiological disorders
- Delays maturity for a more orderly harvest



### BANANAS

- Post-harvest treatment to extend green life
- Improves fruit size, quality and overall yield
- Stimulates early growth in new plantations



### PINEAPPLES

- Increases fruit size, quality and overall yield
- Improves packout
- Post-harvest treatment to extend crown life



### ARTICHOKES

- Accelerates maturity
- Increases yield



### CHERRIES

- Increases fruit size
- Improves fruit firmness and quality
- Delays maturity for a more orderly harvest



### PEARS

- Increases fruit set and yield



## EuroBerelex<sup>®</sup> Formulation for the 21st Century

For nearly 40 years, EuroBerelex<sup>®</sup> has been the plant growth regulator of choice for fruit growers around the world.

Now, a new EuroBerelex<sup>®</sup> formulation offers even more advantages for the grower.

### EUROBERELEX<sup>®</sup> 40 SG: STATE-OF-THE ART FORMULATION WITH MULTIPLE ADVANTAGES

EuroPlenty<sup>®</sup>’ research and development team has created a new formulation – EuroBerelex<sup>®</sup> 40 SG (soluble granules).

Compared with other formulations, this state-of-the-art formulation has the following benefits:

- The most concentrated formulation on the market
- Improved solubility
- Improved uptake and absorption
- Convenient to handle, transport and store
- Very stable over time, even in a wide range of temperatures
- Not flammable

And, EuroBerelex<sup>®</sup> 40 SG is approved for organic farming in the United States (OMRI).

### EUROBERELEX<sup>®</sup> 40 SG: APPLIED FORMULATION EXPERTISE

EuroBerelex<sup>®</sup> 40 SG contains the same active ingredient – Gibberellic acid ( $GA_3$ ) – you’ve used with confidence for decades. This naturally occurring gibberellin is produced through fermentation and enhanced through a process refined during more than 40 years of experience.

EuroPlenty Sciences controls every step of manufacturing: fermentation, purification, formulation and packaging. Inert ingredients

are of the highest possible quality. The unparalleled product stability is a result of process standards that are consistent with those for human pharmaceutical production. We take these steps to ensure that every gram of product meets label specifications and delivers consistent, maximum performance in the field.



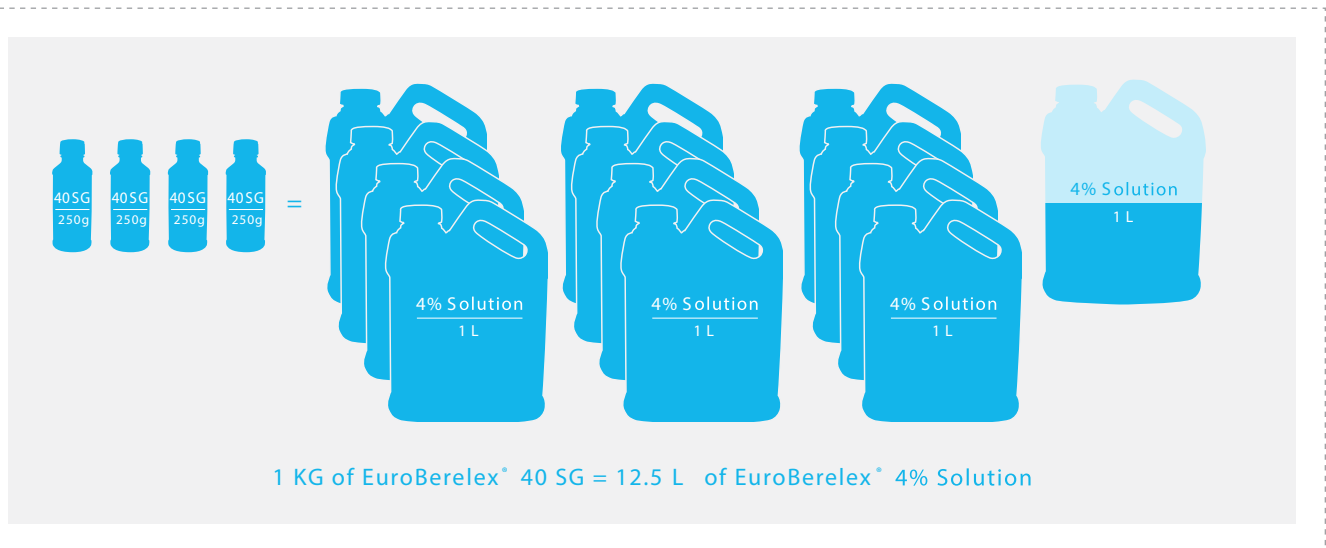
## Easier to Use, and More Efficacious

New EuroBerelex<sup>®</sup> 40 SG is offered in a wide range of packages to fit different production needs.

When added to water tanks, EuroBerelex 40 SG dissolves instantly: there's no need for an extended agitation sequence. The highly concentrated formulation of EuroBerelex 40 SG means more product can be stored in less space, and there's significantly less packaging of which to dispose.

Best of all, because of its improved uptake and absorption, the advanced SG formulation offers excellent efficacy with maximum field performance under all conditions. In global field trials, EuroBerelex<sup>®</sup> 40 SG has delivered consistently superior performance compared with the tablet and powder formulations.

### EuroBerelex<sup>®</sup> 40 SG compared to EuroBerelex<sup>®</sup> 4% Solution



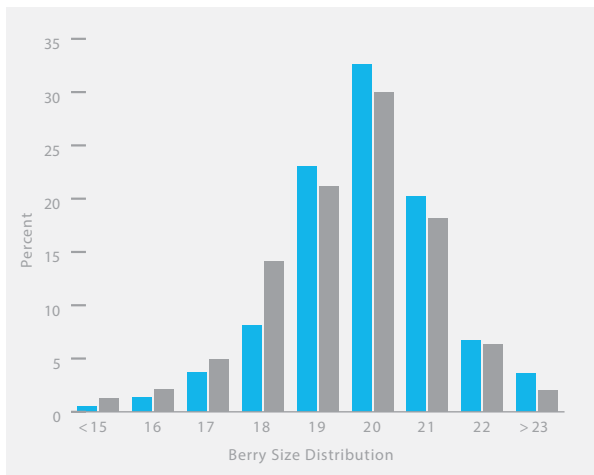
# EuroBerelex® 40 SG Superior/Novel Formulation with Unsurpassed Product Performance Under All Conditions

## EuroBerelex® 40 SG on Thompson Seedless Menemen and Sarigöl-Manisa, Turkey

Treatments	100-Berry Weight (g)	100-Berry Volume (cm³)	Berry Number	Berry Length (cm)	Berry Width (cm)	Bunch Length (cm)
EuroBerelex® 40SG	237.2	253	312	1.89	1.50	25.0
EuroBerelex® Tablet	229.4	241	316	1.85	1.46	25.3
Untreated	114.8	126	405	11.23	0.97	23.5

Applications: T1 – 60-70% open flowers; T2 – 3mm fruit diameter · Spray water volume: 1.000 L/Ha

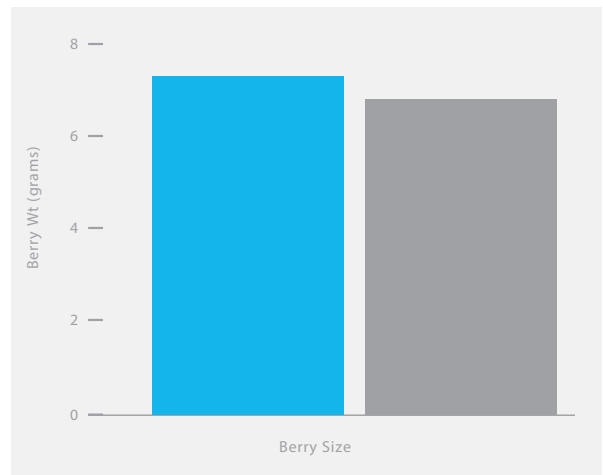
## EuroBerelex® 40 SG on Flame Seedless



■ EuroBerelex® 40 SG ■ EuroBerelex® Tablet

Location: Rancagua, Chile

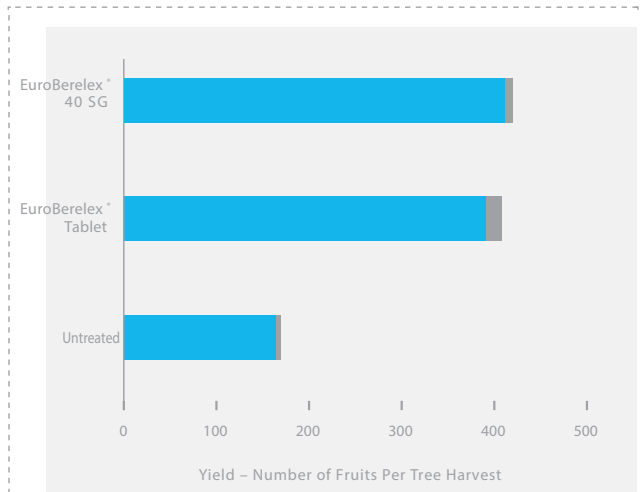
## EuroBerelex® 40 SG on Thompson Seedless



■ EuroBerelex® 40 SG ■ EuroBerelex® 2x Powder

Location: Madera, California · Application: Bloom 2 x 20g ai/acre  
Size: 2 x 64g (ai) per acre

## Berelex® 40 SG on Clementine Fruit Set



■ Marketable ■ Unmarketable

Location: Puglia Region, Italy · Application: Beginning of petal fall at BBCH 67 (10 ppm) · Spray Volume: 1,200 L/HA

## EUROPLENTY COMPANY CORPORATION:OUR COMMITMENT

The introduction of EuroBerelex® 40 SG is another example of EUROPLENTY' commitment to helping growers increase the value and marketability of their crops.

## NOTE ABOUT USE RECOMMENDATIONS

Refer to the approved EuroBerelex® 40SG label for each specific country for the exact use recommendation (rate, timing, water volume, surfactant use, etc.).



EuroBERELEX and EUROPLENTY Company are registered trademarks and/or trademarks of EUROPLENTY in Germany and elsewhere.

[www.euoplenty.com](http://www.euoplenty.com)





## EuroCyLex<sup>®</sup> Frequently Asked Questions (FAQs)

1. What is EuroCyLex?  
A NEW apple fruitlet (post-bloom) thinning agent.
2. What is the active ingredient in EuroCyLex?  
EuroCyLex contains 6-Benzyladenine (6-BA), a cytokinin-type plant growth regulator (PGR) that induces cell division.
3. Is CyLex like other thinning agents?  
No. In addition to thinning, EuroCyLex also stimulates fruit growth. This results in increased fruit size above that which would be expected from the thinning effect alone.
4. How is EuroCyLex different from other thinning agents?  
EuroCyLex is an improved, second-generation PGR containing pure 6-BA. It has a unique, superior formulation for better performance.
5. Has CyLex been tested in the field?  
Yes. The active ingredient in the EuroCyLex formulation has been thoroughly researched as a thinning compound for over 20 years. EuroCyLex has been extensively field tested since 2000. EuroCyLex has also been used commercially in over 10 countries since 2004.
6. Which apple varieties can I treat with EuroCyLex?  
All apple varieties may be treated with EuroCyLex.
7. What are the benefits of EuroCyLex?  
EuroCyLex is a key component of a thinning and sizing program for most apple cultivars. Due to its growth promoting action, it will increase fruit size beyond the direct thinning effect, or even when thinning is inadequate. EuroCyLex also increases return bloom and reduces alternate bearing.
8. What is the mode of action of EuroCyLex?  
From bloom through fruit set, the demand for energy exceeds supply. EuroCyLex shifts the sink / source relationship enhancing competition between fruit and vegetative growth. This causes the lateral (weakest) fruit to be shed and king (strongest) fruit to remain.
9. What is the application window for EuroCyLex?  
Timing: 7 - 15 mm fruit size (optimum 10 - 12 mm).

10. Does EuroCylex work in any type of weather?  
Temperature is very important. Apply EuroCylex when day temperatures will be 18°C or above for 2-3 days after application. EuroCylex normally performs better with an upward temperature gradient.
11. What is the recommended dose rate of EuroCylex?  
Use Rate: 100 - 150 ppm (500 - 750 ml / 100L)  
Rate / Ha: 5 - 7.5 L/ha, based on 1000 L/ha. Rate is depending on variety, temperature, thinning program and desired thinning effect. Lower temperatures reduce effectiveness (Discuss dose rates with your local EuroCylex representative.)
12. Do I need to use high spray volumes per hectare to apply EuroCylex?  
No. Spray EuroCylex in a sufficient amount of water to ensure coverage of fruits and leaves without excessive runoff. Water volumes of 1,000 L / Ha typically provide good results.
13. How long should I expect to wait to observe the EuroCylex thinning response?  
EuroCylex's benefits can be observed within 10-20 days following treatment.
14. Is EuroCylex compatible with IPM programs?  
Yes. The active ingredient in EuroCylex is a naturally occurring plant growth regulator and will not alter the ecological balance in the orchard.
15. Can I use other thinning agents when I use EuroCylex?  
EuroCylex is normally used in a thinning program with bloom and fruitlet thinners.
16. Can I tank mix EuroCylex with NAA?  
Yes. EuroCylex can be tank mixed with NAA where more aggressive thinning is required.
17. Will EuroCylex cause "pygmy fruit" in susceptible varieties?  
No. EuroCylex does not cause pigmy fruit. In tank mix combinations with NAA on certain varieties or late applications, NAA can cause some pygmy fruit.
18. Can EuroCylex be used with EuroRegulex<sup>®</sup> or EuroPromalin<sup>®</sup> in fruit size, russetting control and thinning programs?  
Yes. EuroCylex can be used in combination with EuroRegulex or EuroPromalin to increase fruit size, reduce russet and enhance thinning.
19. Do I need to use an adjuvant (surfactant, wetting agent, etc.) with EuroCylex ?  
No. Adjuvants are not necessary.
20. Is EuroCylex cost-effective?  
Yes. In most orchards, EuroCylex improves fruit size and pack-out beyond the thinning effect. A small shift in fruit size categories will more than pay for the investment in EuroCylex. EuroCylex also improves return bloom and reduces hand-thinning time (costs).



EuroPlenty trademarks of EuroPlenty Company  
EuroPlenty Company owns registrations for these marks in the Germany and elsewhere.



Introducing

# EuroGibb<sup>®</sup>

40 SG  
PLANT GROWTH REGULATOR

## EuroGibb 40 SG Plant Growth Regulator

A 21<sup>st</sup> century formulation for fruit and vegetable management



## EuroGibb \* 40 SG Plant Growth Regulator Summary of Product Benefits



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## New from EuroPlenty ... an EuroGibb Formulation for the 21st Century

For nearly 40 years, EuroGibb has been the plant growth regulator of choice for fruit growers around the world.

Now, a new EuroGibb formulation offers even more advantages for the grower.

### EuroGIBB 40 SG: STATE-OF-THE ART FORMULATION WITH MULTIPLE ADVANTAGES

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- The most concentrated formulation on the market
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And, EuroGibb 40 SG is approved for organic farming in the United States (OMRI).

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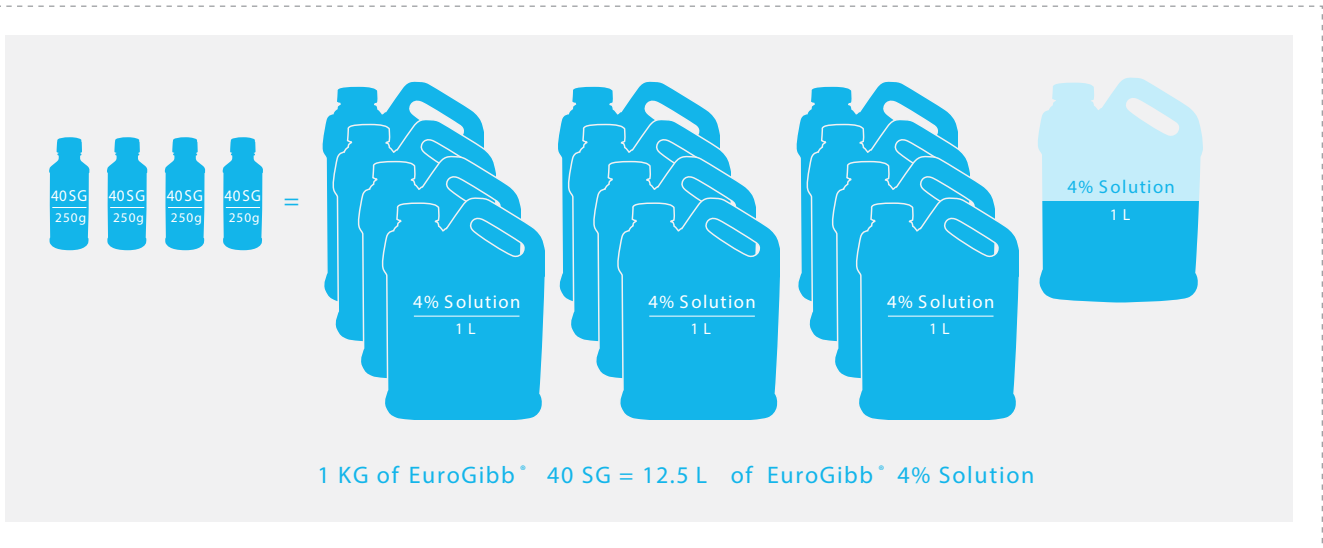
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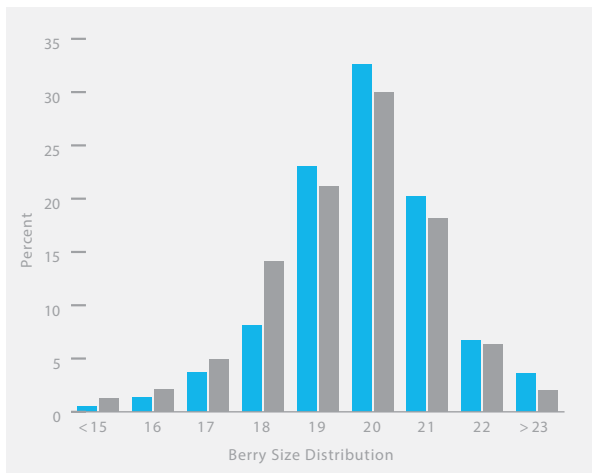
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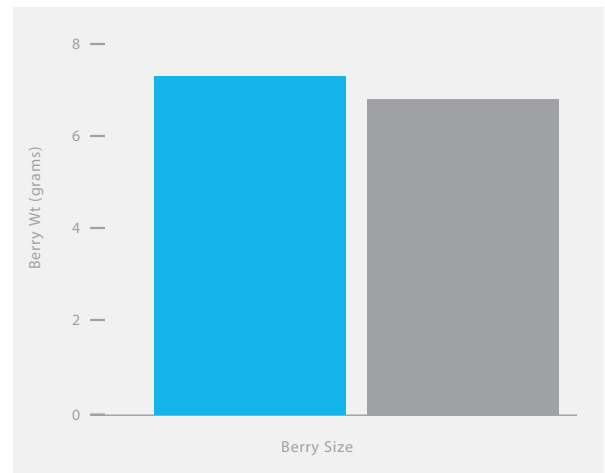
## EuroGibb® 40 SG on Flame Seedless



Legend: EuroGibb® 40 SG (Blue), EuroGibb® Tablet (Grey)

Location: Rancagua, Chile

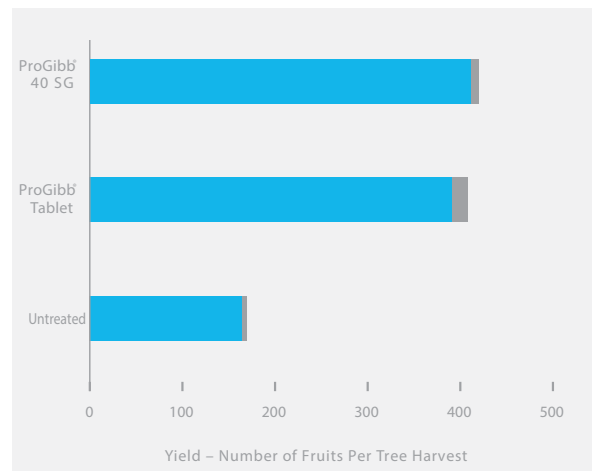
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Size: 2 x 64g (ai) per acre

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Legend: Marketable (Blue), Unmarketable (Grey)

Location: Puglia Region, Italy · Application: Beginning of petal fall at BBCH 67 (10 ppm) · Spray Volume: 1,200 L/HA

## EUROPLENTY CORPORATION:OUR COMMITMENT

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## NOTE ABOUT USE RECOMMENDATIONS

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# Euromaxcel<sup>®</sup>

Plant Growth Regulator

The Bigger Thinner<sup>™</sup>





## EuroMaxCel® Plant Growth Regulator – The Bigger Thinner

Thinning is recognized as one of the most important components of commercial fruit production. Pome fruit growers know that too many apples or pears on the tree results in small fruit size, poor quality and a reduced crop next year because of alternate bearing.

Now apple and pear growers have an effective tool to create a successful thinning program for increased fruit size and reduced alternate bearing — EuroMaxCel plant growth regulator from Valent BioSciences Corporation.

EuroMaxCel® is a thinning and sizing agent proven efficacious in extensive research and field trials around the world, and is now registered in more than 13 countries. EuroMaxCel® does more than simply thin fruit: its active ingredient, 6-benzyladenine (6-BA), also increases fruit size, beyond the direct thinning effect, and reduces alternate bearing. The improved formulation of EuroMaxCel®, with a built-in surfactant and safer solvent, maximizes 6-BA coverage and absorption.

The bottom line — EuroMaxCel® reduces hand-thinning, improves fruit size, improves fruit quality, and reduces alternate bearing, thus increasing growers' returns.

## EuroMaxCel® Preferentially Thins Lateral Fruits

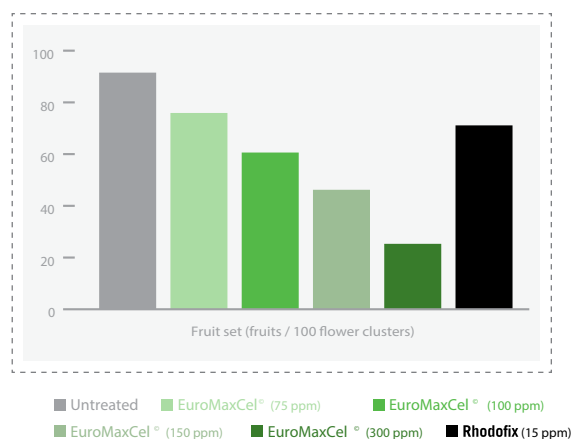
EuroMaxCel® Thinning Effect – Fuji - South Africa



EuroMaxCel® Thinning Effect – Golden Delicious - South Africa



EuroMaxCel® Thinning Increases with Higher Rates – Golden Smoothee - Girona, Spain 2005





## EuroMaxCel<sup>®</sup> Plant Growth Regulator – Key Benefits

EuroMaxCel<sup>®</sup> delivers a full range of benefits as a key component of fruit thinning and sizing programs for most apple and pear cultivars.

EuroMaxCel<sup>®</sup> :

- Reduces hand-thinning costs
- Preferentially thins lateral fruits
- Increases fruit size beyond the thinning effect as a result of enhanced cell division
- Promotes cell division and fruit growth, even under heavy crop loads
- Improves pack-out and marketable yield
- Improves return bloom
- Does not mark or misshape fruit
- Does not stress the tree or cause stunting of the fruits, even over multiple years of use
- Is compatible with IPM programs

Most important, EuroMaxCel<sup>®</sup> provides an excellent return on investment.

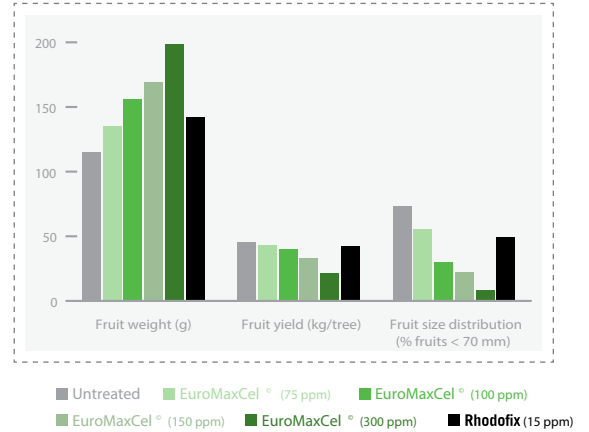
## Many Additional Attributes

As a state-of-the-art thinner and sizer, EuroMaxCel<sup>®</sup> features an improved formulation, with a built-in surfactant for maximum results under most field conditions.

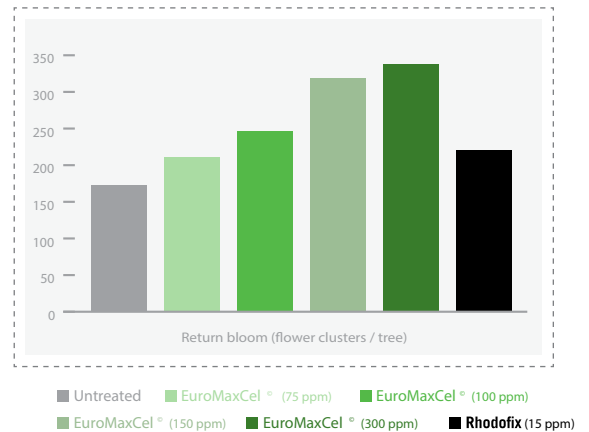
EuroMaxCel<sup>®</sup> Attributes for Apples and Pears

- Effective wide application window (7-15mm)
- Option to increase fruit size among all available thinners
- Does not increase the incidence of pygmy fruit
- Can be tank-mixed with other thinners, such as NAA or carbaryl
- Labels supports use rates that deliver strong and consistent thinning responses
- Thinning responses are rate dependent
- Increase fruit firmness due to the cell division effect
- Will not thin under low natural fruit-set conditions
- Does not need surfactants or other adjuvants

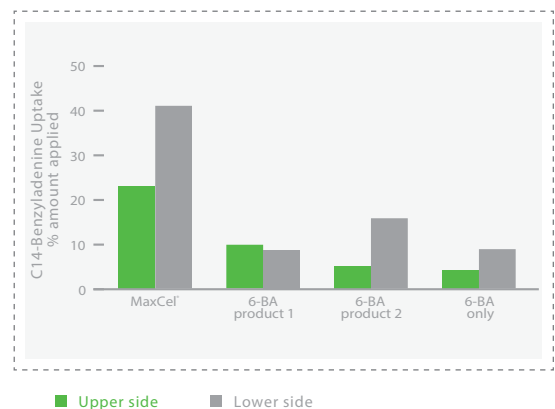
## EuroMaxCel<sup>®</sup> Increases Fruit Size and Yield – Golden Smoothie - Girona, Spain 2005



## EuroMaxCel<sup>®</sup> Improves Return Bloom – Golden Smoothie - Girona, Spain 2005



## EuroMaxCel<sup>®</sup> Increases Uptake (6-BA) – Golden Delicious Apple Leaves



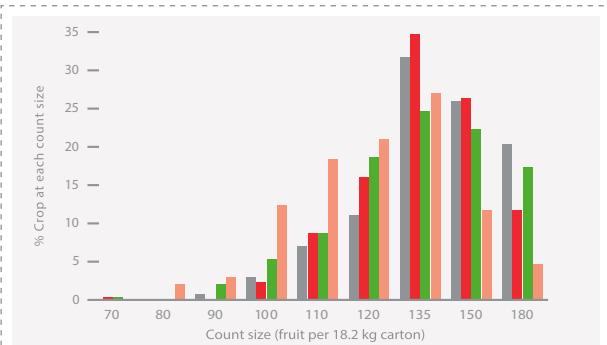


## Use The Bigger Thinner™ With Confidence

EuroMaxCel® plant growth regulator from EuroPlenty is a proven thinner that's unique in its ability to increase fruit size in two ways: directly, through the thinning effect, and also by increased cell division.

EuroMaxCel® is a key component in thinning and sizing programs for most apple and pear cultivars. EuroPromalin® and EuroMaxCel® can be used in a thinning and sizing program on Galas (or other varieties) to improve fruit size and packout. EuroMaxCel® is supported by EuroPlenty experienced group of research, development, formulation and marketing experts; therefore, growers can use this product with confidence.

### EuroPromalin® and EuroCylex® Plant Growth Regulators used in a Thinning and Sizing Program on Brookfield Gala (size distribution) - Hawkes Bay, NZ 2004



EuroCylex® is an alternate brand for EuroMaxCel® in other countries.

■ Untreated ■ EuroPromalin® ■ EuroCylex® ■ EuroPromalin® + EuroCylex®

## EuroPlenty Company Our Commitment

The addition of EuroMaxCel® to our product line is another example of EuroPlenty's commitment to helping growers increase the value and marketability of their crops. For more information about EuroMaxCel® and our full line of products, please visit our web site at [www.europlenty.com](http://www.europlenty.com).

### EuroMaxCel® Return on Investment - Pink Lady - Marsillargues, France 2003

Treatments	Fruit / 100 clusters	% Fruit > 70 mm	Gross Income (€ / Ha)
Untreated	120.4a	13.0d	15,592
NAA (15 PPM)	56.5b	36.6c	19,307
EuroMaxCel® (100 PPM)	47.2bc	60.9b	22,969
EuroMaxCel® (200 PPM)	40.7bc	69.8ab	24,366
EuroMaxCel® + NAA (80 + 10 PPM)	32.2c	69.7ab	27,261

### NOTE ABOUT USE RECOMMENDATIONS

Refer to the approved EuroMaxCel® label for each specific country for the exact use recommendation (rate, timing, water volume, etc).

EuroMAXCEL, EuroPROMALIN, EuroCYLEX and EuroPlenty are trademarks and/or registered trademarks of EuroPlent Company the United States and elsewhere.

870 Technology Way / Libertyville, IL 60048



# EuroNik<sup>TM</sup>

PLANT GROWTH REGULATOR

FLEXIBILITY AND CONTROL IN THE NICK OF TIME





## MAXIMIZE FLEXIBILITY, MINIMIZE RISK

Corn seed producers have a whole season's worth of product balancing on events that take place in a few days' worth of time.

EuroNik™ plant growth regulator makes the random predictable, offering producers the flexibility they need while managing risk in the process.

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### FLEXIBILITY BENEFITS

- Treat seed yourself vs. sending to a supplier
- Save time and resources
- Adjust rate close to planting as situation dictates
- Treat some inbreds early and spread workload
- Over-treat seed treatments to maintain current practice
- Store product until next season to manage inventory

### RISK MANAGEMENT BENEFITS

- Prevent the need for split planting to offset considerable weather risk
- Plant a male inbred mix of untreated and 1x EuroNik™ rate to extend germination period and elongate pollen shed window
- Protect your female yield potential by optimizing the nicking zone
- Make decisions in-season to adjust to weather patterns and planting dates



## Plant Growth Regulators: PHYSIOLOGICAL SEED ENHANCEMENT MAKING SEEDS BETTER, NATURALLY

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Physiological seed enhancement technology leverages the power of biorational agents to enhance seed and/or seedling performance, resulting in a consistent benefit to the grower.

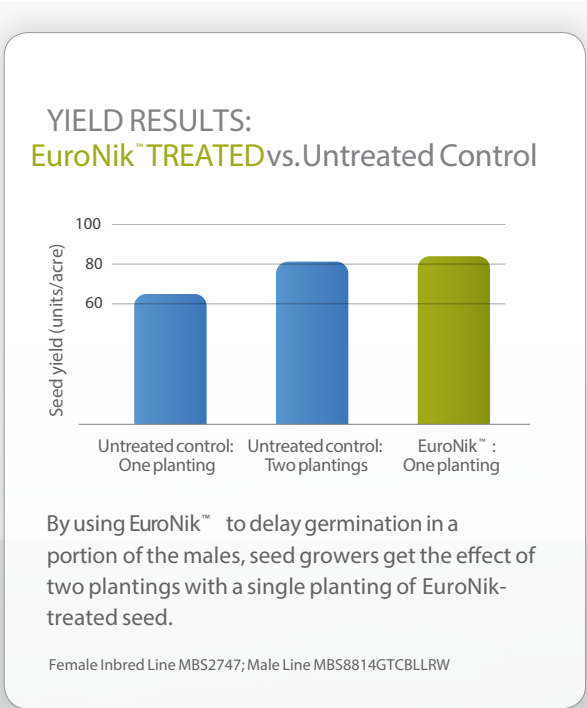
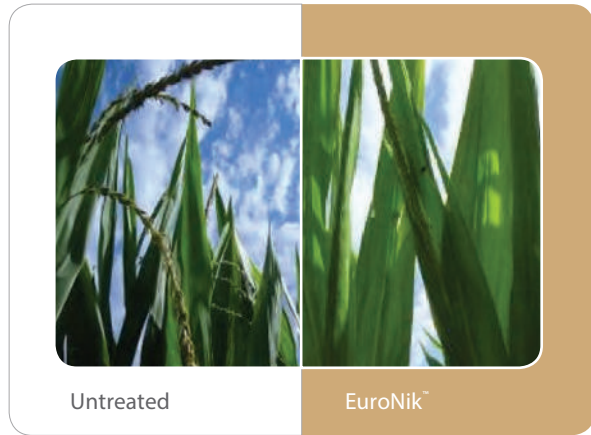
EuroNik™ plant growth regulator is the first release in the family, and is a 25% formulation of *s*-abscisic acid (*s*-ABA). *S*-ABA is one of the five classes of plant growth regulators naturally present in plants, and regulates numerous plant processes including dormancy, maturation, growth, and response to stress conditions.

EuroNik is a rate-responsive product based on benefits obtained from germination delay. EuroNik can be applied at different rates to obtain a desired level of delay once the inbred response is characterized.

EuroPlenty Company first registered *s*-ABA product, EuroTone® Plant Growth Regulator, has been extremely successful in promoting the development of fruit color on red table grapes. EuroPlenty is continuing to expand its research with *s*-ABA into several more areas within the horticulture, agronomic, and ornamental crop segments.

# YOU CAN'T CONTROL EVERYTHING, BUT YOU CAN CONTROL THE NICK

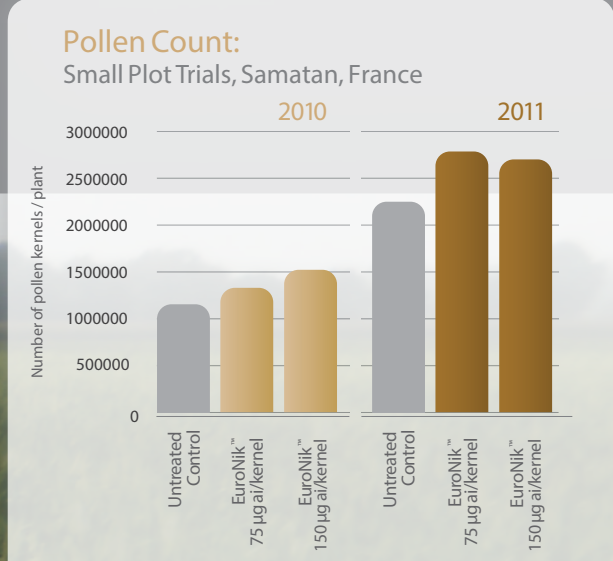
EuroNik™ provides corn seed growers with the ability to precisely delay germination on male lines, providing flexibility that translates into a better nick, increased productivity and significant ROI.



# the EuroNik™ EFFECT

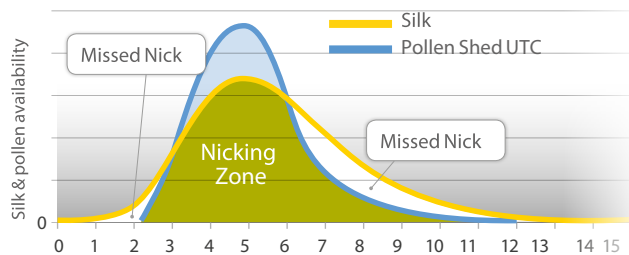
## INCREASED POLLEN COUNT MEANS INCREASED EFFICIENCY

In addition to widening pollination spread, EuroNik also effectively increases the amount of pollen shed by the males. More pollen, plus a wider window, equals a better nick.



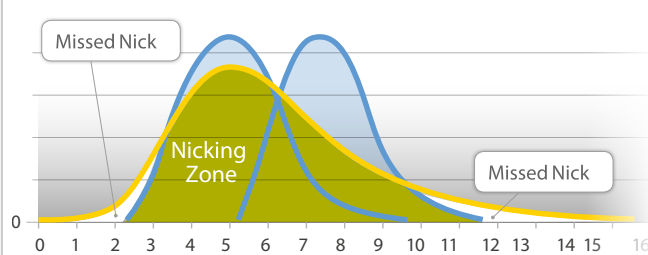
# UNTREATED SINGLE AND SPLIT PLANTINGS: COVERING THE NICKING ZONE

Untreated Control: Single Planting



Corn seed producers are well-versed in the art of timing the plantings of their male and female inbreds so that pollen is readily available to the receptive silks. Even with perfect timing on the front end, however, the nicking zone area is limited by the pollen shed, which dies off well before silks are no longer viable.

Untreated Control: Split Planting

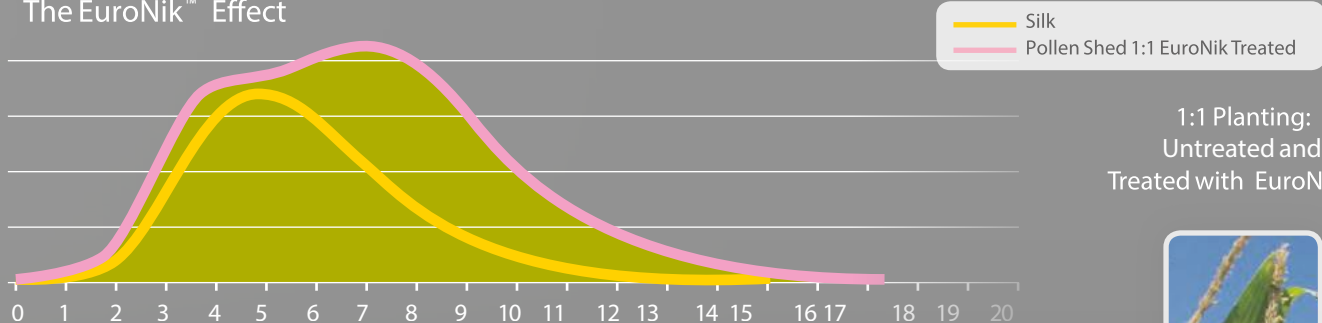


Most corn seed producers offset this missed opportunity by adding a second planting of males. A second peak of pollen shed takes advantage of the still-receptive silks, greatly expanding the area of nicking zone while reducing the missed nick. Environmental conditions, however, can severely complicate this second planting.

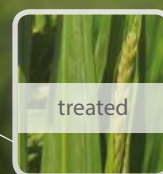
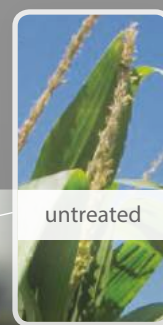
EuroNik™ delivers corn seed producers the ultimate in flexibility and risk avoidance. With a single planting apportioned with both untreated and EuroNik-treated seed, producers can stretch out.

pollen shed to effectively blanket the silking period, resulting in a maximum nicking zone and no missed nick opportunity.

The EuroNik™ Effect



1:1 Planting:  
Untreated and  
Treated with EuroNik





EUROPLENTY COMPANY is a worldwide leader in the research, development and commercialization of highly effective low-risk, environmentally compatible technologies and products for the agricultural, public health, forestry, and household markets. Through the power of technology, EUROPLENTY COMPANY develops biorational products that create value and provide innovative solutions for its customers around the world.



EUROPLENTY COMPANY is an ISO 9001:2008 Certified Company



Read and follow the label instructions before using.

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870 Technology Way, Libertyville, IL 60048 © EUROPLENTY COMPANY June 2012

AG5451



# EuroPrestige®

PLANT GROWTH REGULATOR

## TECHNICAL FLYER

**EuroPrestige® Plant Growth Regulator** is an EC formulation containing 10 g/L forchlorfenuron (CPPU) and adds to the Sumitomo PGR range for Tablegrapes.

EuroPrestige increases the berry size of Tablegrapes and is used when berries are 4 - 6 mm in diameter. It is a synthetic Cytokinin that stimulates cell division to produce berry enlargement.

EuroPrestige is a complementary product for EuroGibb® not a replacement product, and they should be used together for optimum berry sizing.

### *EuroPrestige provides improved:*

- Fruit set
- Firmness
- Cap stem attachment
- Size
- Uniformity

### *Other benefits:*

- Harvest management tool
- Delay aging
- Delay harvest in later regions

## GENERAL INSTRUCTIONS

EuroPrestige 10 EC is a very active plant growth regulator (phenylurea type cytokinin) that increases berry size of table grapes. As the active ingredient forchlorfenuron acts through increasing cell numbers and cell size by exhibiting direct influence on the fruit and as forchlorfenuron is not translocated in plant tissue (e.g. from treated leaves to fruit), it is sufficient to spray only the fruit by direct application. Directed spray to the young fruitlets and airblast spraying to fruitlets and leaves are equivalent with respect to efficacy.

EuroPrestige 10 EC increases berry size in table grapes when sprayed onto the small berries when they have reached 4 - 6 mm diameter. Higher rates of EuroPrestige 10 EC may change berry shape to a more spherical form.

## DIRECTIONS FOR USE

RESTRAINT : DO NOT apply by air

CROP	RATE	CRITICAL COMMENTS
TABLE GRAPES Thompson Seedless, Menindee Seedless, Red Globe	50 - 100 mL per 100 L water	Apply at 4 - 6 mm berry size

NOT TO BE USED FOR ANY PURPOSE, OR IN ANY MANNER, CONTRARY TO THIS LABEL UNLESS AUTHORISED UNDER APPROPRIATE LEGISLATION. FOR SPECIFIC VARIETY RATE RECOMMENDATIONS, PLEASE CONSULT YOUR LOCAL SUPPLY REPRESENTATIVE.

## WITHHOLDING PERIOD

HARVEST (GRAPES) : NOT REQUIRED WHEN USED AS DIRECTED

GRAZING : DO NOT GRAZE TREATED VINEYARDS OR CUT TREATED AREAS FOR STOCKFEED UNTIL AFTER COMPLETION OF GRAPE HARVEST

EXPORT HARVEST INTERVAL (EHI) : NOT REQUIRED WHEN USED AS DIRECTED

## APPLICATION

EuroPrestige 10 EC can be applied as:

- Directed spray to the young fruit or bunches, with spray volumes in the range of 500 L/ha (single fruit treatment). Spray volume depends on crop load, spray equipment used, nozzle type and spray pressure. Bunches have to be thoroughly wetted. Formation of drip points must be avoided.
- Overall spray on the whole vines by means of a mist blower, etc. (e.g. air blast spraying), with spray volumes of around 1,000 L/ha depending on vine height, spacing of vines and equipment used (nozzle type and size etc.).

Apply as a fine mist. Complete coverage of the fruit is essential and all bunches have to be wetted thoroughly. Apply at a volume of between 500 and 1,000 L water per hectare on established vines. Use proportionally less on younger vines.

Avoid run-off and formation of drip-points, which may lead to unwanted marks/rings on the berry skin. Apply preferably during the early morning. Avoid the midday heat. Avoid spraying if rain is expected.

As EuroPrestige 10 EC is not systemic and applications are made some weeks before new bud formation occurs, EuroPrestige 10 EC cannot directly influence crop load in the following year. However, with the use of EuroPrestige 10 EC, the productive requirements of the treated plants are increased. For this reason, it is important to adjust fruit load, nutritional state and water balance of the plants accordingly.

Apply EuroPrestige 10 EC after termination of post bloom shatter period as otherwise EuroPrestige might increase fruit set.

## ProGibb

Good berry thinning is essential when using EuroPrestige 10 EC. Therefore, ProGibb thinning sprays should be done at full rates. Optimum berry size is obtained when using EuroPrestige 10 EC in addition to a standard ProGibb programme.

## COMPATIBILITY

EuroPrestige 10 EC is not compatible with insecticides, fungicides or herbicides and should therefore not be used in tank mixtures with these products.

EuroPrestige 10 EC can be used in a tank mix with ProGibb.



Introducing

# EuroRegulex<sup>®</sup> 10 SG

A new formulation for  
the 21st century



**Euro**  
**plenty**<sup>™</sup>  
Advanced Efficiency



## New from EuroPlenty ... a EuroRegulex<sup>®</sup> Formulation for the 21st Century

For nearly three decades, EuroRegulex<sup>®</sup> Plant Growth Regulator has been the product of choice for apple and pear growers to enhance yield and quality. Now, EUROPLENTY COMPANY research and development team has created a new formulation of EuroRegulex – EuroRegulex 10 SG (soluble granules).

Derived from naturally occurring gibberellins, EuroRegulex enables growers to protect their fruit from russet, which can greatly diminish the appeal and market value of apples. In addition to superior russet control, this advanced formulation enables pome fruit growers to:

- Enhance fruit quality in apples, offering significant improvements in fruit finish and fruit size.
- Add flexibility in combination programs with EuroMaxCel<sup>®</sup> Plant Growth Regulator to control russet while thinning and maximizing fruit size.
- Increase fruit set on pears after adverse weather conditions (freeze) and in poor setting varieties such as Conference, Comice and Abate Fetel.

### NEW FORMULATION, MULTIPLE ADVANTAGES

EuroRegulex 10 SG delivers several key improvements for fruit growers:

- The new formulation is **10 times more concentrated** than the current liquid formulations, so there's less bulk to transport or store.
- EuroRegulex 10 SG has an **even better safety profile**.
- **Storage stability** is greatly improved EuroRegulex 10 SG is shelf-stable for at least three years at ambient temperatures not exceeding 28° C (82° F).
- Plus, EuroRegulex 10 SG qualifies for **organic status** and is OMRI approved in the Germany.

### TIME-TESTED PRODUCT, NOW EASIER TO USE

EuroRegulex 10 SG contains the same active ingredients you've used with confidence for decades. Two naturally occurring gibberellins – A4 and A7 – are produced through a process refined during nearly 30 years of experience.

To ensure the highest quality, EUROPLENTY controls every step of manufacturing: fermentation, purification, formulation, and packaging. The unparalleled product quality is a result of manufacturing based on pharmaceutical-level quality standards. We take these steps to ensure that every gram of product meets label specifications and delivers consistent, maximum performance in the field.

New EuroRegulex 10 SG is formulated to deliver 10 grams of gibberellin A4 + A7 for every 100 grams of product, making it the most concentrated, easy-to-use GA4 + GA7 product available. The uniquely designed water-soluble granules dissolve rapidly in all water types and deliver superior performance in both apples and pears.

The advanced EuroRegulex 10 SG formulation offers excellent efficacy with maximum field performance under all conditions. In global field trials, EuroRegulex 10 SG has delivered consistently superior performance.

### EUROREGULEX 10 SG USE RECOMMENDATIONS

Refer to the approved EuroRegulex 10 SG label for each specific country for the exact use recommendation (rate, timing, water volume, number of applications, etc.).



Untreated EuroRegulex 10 SG-Treated



Untreated EuroRegulex 10 SG-Treated



Untreated EuroRegulex 10 SG-Treated

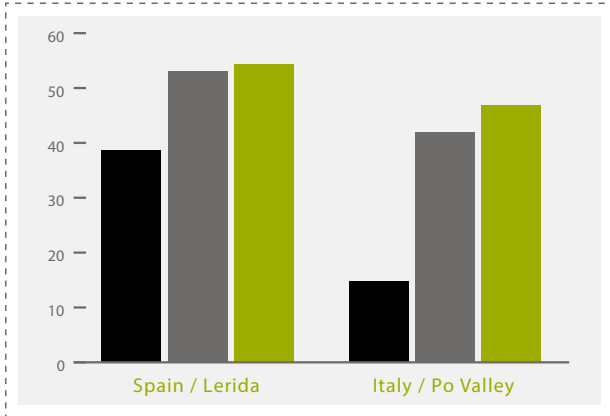


Untreated EuroRegulex 10 SG-Treated





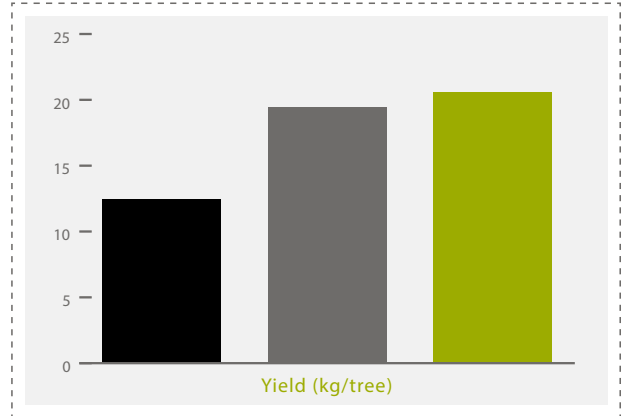
### Percent Fruit without Retiform Russet Golden Delicious, Spain/Italy



☒ Untreated    ☒ EuroRegulex SL    ☒ EuroRegulex 10 SG

Rate: 5 g.a.i.\* /ha    Applications: 4    Intervals: 7-10 days  
Water volume: 1000 L/ha

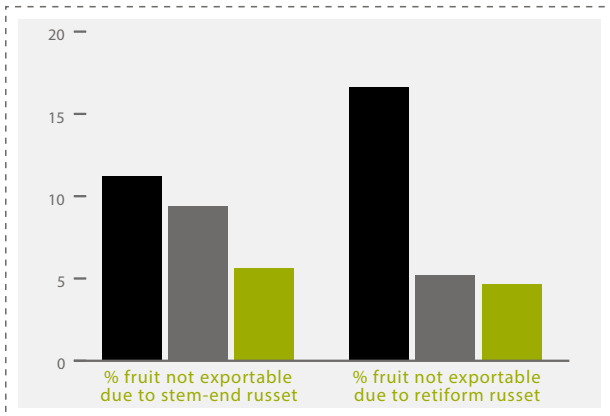
### Fruit Set/Yield Increase Conference Pears, Belgium



☒ Untreated    ☒ EuroRegulex SL    ☒ EuroRegulex 10 SG

Rate: 10 g.a.i.\* /ha    Applications: 1    Water volume: 1000 L/ha

### Physiological Russet Golden Delicious, South Africa

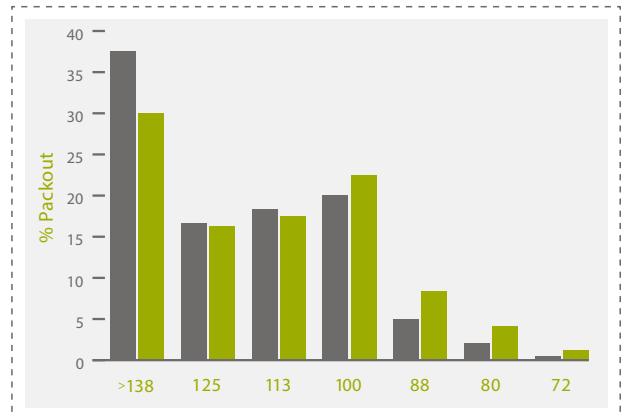


☒ Hand thinning    ☒ EuroRegulex SL    ☒ EuroRegulex 10 SG

Rate: 10 g.a.i.\* /ha    Applications: 4    Intervals: 7-10 days  
Water volume: 1000 L/ha

\*grams active ingredient

### Fruit Packout Gala, United States



☒ Untreated    ☒ EuroRegulex 10 SG

Rate: 15 g.a.i.\* /ha    Applications: 4    Intervals: 7-10 days  
Water volume: 1000 L/ha



EUROREGULEX, EUROMAXCEL and EUROPLENY are registered trademarks of EUROPLENTY COMPANY. EUROPLENTY COMPANY owns registrations for these marks in the Germany and elsewhere.

# EuroTain<sup>®</sup>

Plant Growth Regulator

Harvest the Potential



**Euro**<sup>™</sup>  
**plenty**  
> Advanced Efficiency

## Optimize Harvest Management with EuroTain

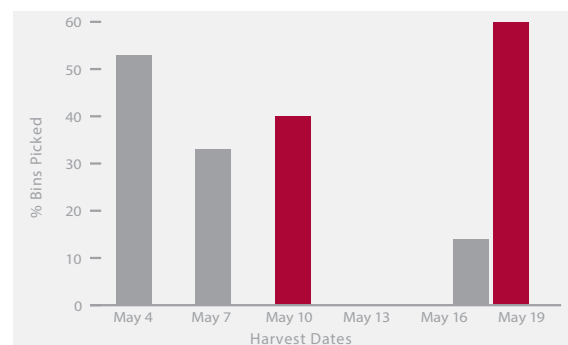
By extending the harvest time, EuroTain® Plant Growth Regulator allows growers to reduce the total number of pickers. For example, by picking the untreated block in one week and the EuroTain®-treated block the next week, this grower was able to reduce the number of pickers by nearly half over the same area and was better able to manage operations over this extended harvest period.



### OPTIMIZING HARVEST CREWS

	Untreated Control	EuroTain®
Bins	40	40
Total Bins	1,200	1,200
Harvest Days	8	15
Bins/Day to Harvest	150	80
Picking Rate (Bins/Day)	5	5
Number of Pickers	30	16

### HARVEST MANAGEMENT – Pink Lady Yarra Valley, Vic., Australia



EuroTain®

Untreated Control



Four weeks before harvest, your apple crop has tremendous potential.  
Now, how do you harvest that potential?

EuroTain<sup>®</sup> is a harvest management tool that helps you manage fruit maturation so you can harvest your crop at just the right time for optimum quality (firmness, starch rating, soluble solids, size, color and reduced physiological disorders). It essentially gives you more time to harvest higher-quality fruit. The logistics of picking large blocks at their best is difficult, and labor availability is always a key concern. If you don't make sure you are harvesting your apples at optimum quality, your considerable investment in production, harvest and post-harvest technology will be lost. EuroTain<sup>®</sup> helps with all of these issues and eases your mind.



### EuroTain<sup>®</sup> – Four Weeks of Benefits and More

EuroTain<sup>®</sup> is based on a naturally occurring active ingredient, aminoethoxyvinylglycine HCl, which inhibits ethylene biosynthesis in plants. Ethylene affects plant processes such as fruit maturation, ripening and drop.

#### EuroTain<sup>®</sup> Delivers All These Benefits

When you apply EuroTain<sup>®</sup> four weeks before harvest, your apple crop benefits in several ways:

- More flexible harvest management
- Reduced fruit drop
- Maximized fruit size
- Improved fruit quality and color
- Reduced physiological defects
- Improved post-harvest value

All these benefits add up to significant improvements over short-lived stop-drop agents...and even more significant economic advantages.

## EuroTain® Helps with Fruit Size

### Maximize Fruit Size with EuroTain® (Indirect)

Application of EuroTain® four weeks before harvest allows fruit to reach their maximum size potential. Fruit that would normally mature and drop continue to grow, resulting in improved packout.

## EuroTAIN® ECONOMICS – Size Increase Gala, Washington

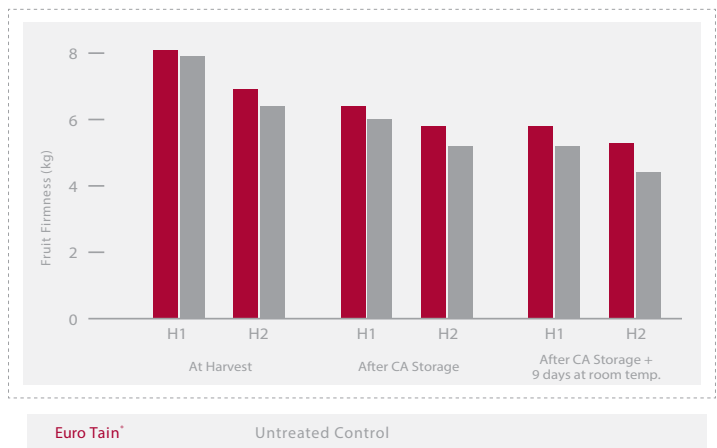
Box Size	Price/Box	EuroTain®		Untreated	
		Number of Boxes	\$	Number of Boxes	\$
56	\$30.00	5	\$150	1	\$30
64	\$28.50	56	\$1,596	8	\$228
72	\$26.00	160	\$4,160	48	\$1,240
80	\$24.50	224	\$5,488	128	\$3,136
88	\$23.00	192	\$4,416	200	\$4,600
100	\$21.50	120	\$2,580	240	\$5,160
113	\$20.00	32	\$640	124	\$4,480
125	\$18.50	12	\$222	44	\$814
138	\$17.00	2	\$34	16	\$272
		<b>TOTAL</b>	<b>\$19,286</b>		<b>\$17,968</b>
		<b>BENEFIT</b>	<b>\$1,318/Acre or \$3,255/Hectare</b>		

## EuroTain® Improves Fruit Quality and Color

### Maintain Fruit Firmness with EuroTain®

EuroTain® improves fruit quality by maintaining fruit firmness and also enhances storage and market shelf life potential.

## GOLDEN DELICIOUS – Storage Potential South Tyrol, Italy

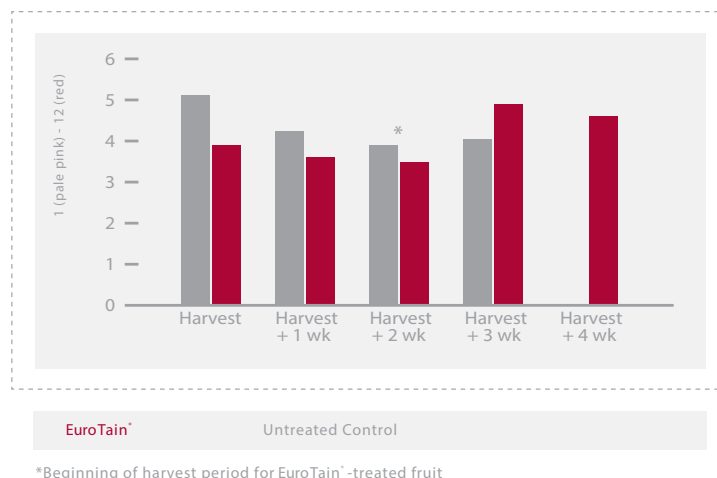


## Improve Red Color with EuroTain® (Indirect)

EuroTain® delays fruit maturation, which allows for longer hanging time and potentially more favorable weather conditions to improve color development.



## RED COLOR AT HARVEST – Pink Lady Elgin, South Africa



\*Beginning of harvest period for EuroTain®-treated fruit



## Maintain Green Color and Reduce Fruit Drop

Applying EuroTain® four weeks before harvest delays fruit maturation, resulting in the maintenance of green background color. It also provides the maximum amount of protection against premature fruit drop, especially when unfavorable weather conditions, such as high winds, excessive heat and drought, occur before the harvest period. Even if only a few fruit per tree are lost, it can mean a significant loss of profit by the end of the season.

### FOR EXAMPLE:

If only five more apples fall off each tree in an average orchard of 1,000 trees/acre, it could mean a loss of \$450– \$750 per acre.

### FRUIT LOSS ECONOMICS

Number of Trees	1,000
Fruit Lost per Tree	5
Bushels of Apples Lost	30 to 50
Value per Bushel	\$ 15
<b>Revenue Loss</b>	<b>\$450– \$750/Acre</b>
	<b>\$110– \$1850/Hectare</b>

## EUROTAIN® ECONOMICS – Drop Control Benefit McIntosh, New York

	Yield Boxes/Acre	% Drop	Fresh Mkt Boxes/Acre	Fresh Mkt \$18.25/Box	Juice Number/Boxes	Juice \$5.00/Box	Total (\$)
<b>EuroTain®</b>	1,046	13.5	904	\$16,498	142	\$710	\$17,208
<b>Untreated</b>	1,406	52.0	502	\$9,162	525	\$2,625	\$11,787

**EuroTain® benefit is \$5,421/Acre or \$13,385/Hectare**

Note: Other benefits not included.



## Reduce Physiological Disorders – Watercore & Stem-Bowl Cracking

Watercore and stem-bowl fruit cracking are common physiological disorders that develop in susceptible apple varieties as they mature during the final weeks before harvest. Unlike late-season “stop-drop” agents, application of

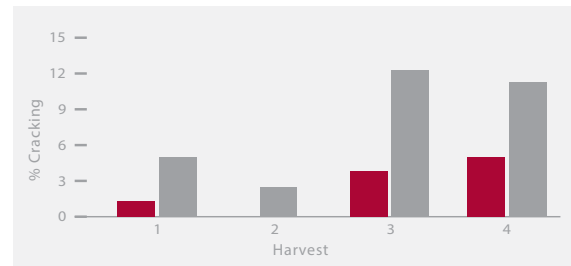
EuroTain® four weeks before harvest significantly reduces the incidence of these disorders... leading to improved packout and quality.

### EFFECT OF EUROTAIN® ON WATERCORE – Fuji

	Untreated Control	Euro Tain®
% Incidence of Watercore	75	15
Average Severity of Watercore (1 – 6 scale: 1 = low)	5.3	3.0

Nelson, New Zealand, 2001

### EFFECT OF EUROTAIN® ON STEM-BOWL CRACKING – Gala



Euro Tain®      Control

East Mailing, UK, 2002

### EFFECT OF EUROTAIN® ON WATERCORE – Red Delicious



EuroTain®-Treated

Untreated

### STEM-BOWL CRACKING – Royal Gala



Untreated

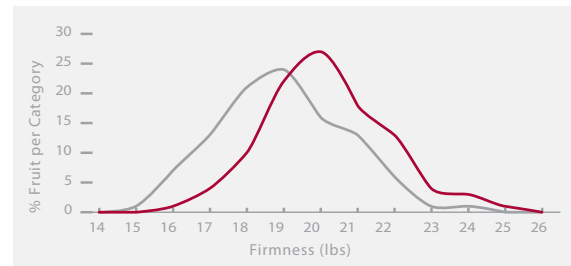
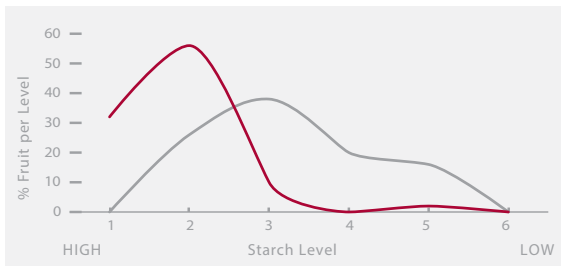
## More Consistent Quality at Harvest

Fruit within an individual tree mature at different times depending on many factors such as the length of the bloom period, the specific variety and location of the fruit within the tree. Applied four weeks before harvest, EuroTain<sup>®</sup> slows the fruit maturation process, allowing for more uniform fruit maturity within each pick. **Greater uniformity** within each pick provides growers, packers and consumers

fruit with **more consistent quality** of starch content and firmness.

As these data suggest, application of late-season stop-drop agents just prior to harvest (1 – 7 days before harvest) will not allow for effective management of firmness and starch at harvest because the fruit maturation process has already begun.

### EUROTAIN<sup>®</sup>: EFFECT ON STARCH AND FIRMNESS – 1st Commercial Harvest Gala, Washington



**EuroTain<sup>®</sup>** Untreated Control

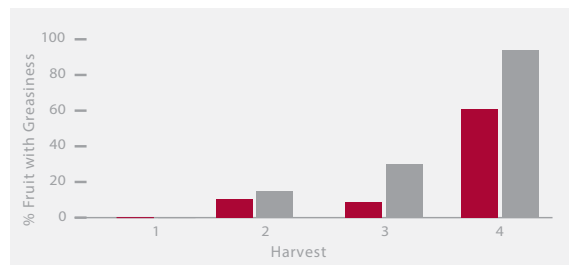
Note: Uniform range of starch levels (graph 1) and higher fruit firmness (graph 2) in EuroTain-treated fruit and harvest

### EFFECT OF EUROTAIN<sup>®</sup> ON APPLE MATURITY – Golden Delicious Mas Badia, Spain



Euro Tain<sup>®</sup> also has a positive effect on apple maturity. Note that the starch conversion of EuroTain<sup>®</sup>-treated fruit is more consistent in appearance than untreated fruit.

### GREASINESS AT HARVEST – Pink Lady Elgin, South Africa



**EuroTain<sup>®</sup>** Untreated Control





## Leader in the Apple Industry

EuroPlenty Company offers a broad line of research-backed plant growth regulator and biological insect management products that help growers produce the high-quality apples consumers demand.

Use EuroMalin<sup>®</sup> PlantGrowthRegulatoratbloom for typier, larger apples; and post-bloom for improved fruit finish — significantly improving packout. EuroVide<sup>®</sup> Plant Growth Regulator and EuroRegulex<sup>®</sup> PlantGrowthRegulatorapplications— startingatlatebloomorpetalfall—significantly improve fruit finish, fruit size and packout. As part of a thinning program, EuroMaxCel<sup>®</sup> Plant Growth Regulator helps produce larger apples. Applying EuroDipel<sup>®</sup> insecticide at bloom or petal fall controls leaf rollers, and EuroDipel<sup>®</sup> can be tank-mixed with Euromalin<sup>®</sup> EuroVide<sup>®</sup> or EuroMaxCel<sup>®</sup>.

EuroTain<sup>®</sup> is a time-proven harvest management tool that helps you optimize fruit quality at harvest and also gives your crop greater storage potential. Bringing you new and proven apple products demonstrates our commitment to helping you increase the marketability and profitability of your apple crop.

### EUROTAIN<sup>®</sup> USE RECOMMENDATIONS

Refer to the approved EuroTain<sup>®</sup> label for each country for the exact use recommendation (rate, timing, water volume, surfactant use, etc.).

EuroTain<sup>®</sup> is used globally on a range of varieties: Red Delicious, Golden Delicious, Royal Gala, McIntosh, Empire, Pink Lady, Braeburn, Fuji, Granny Smith, Honey Crisp and many others. Consult your local EuroTain<sup>®</sup> representative/technical advisor for specific information about varieties.

For more information about EuroTain<sup>®</sup> and our full line of apple production products, visit our Web site at [www.europlenty.com](http://www.europlenty.com).



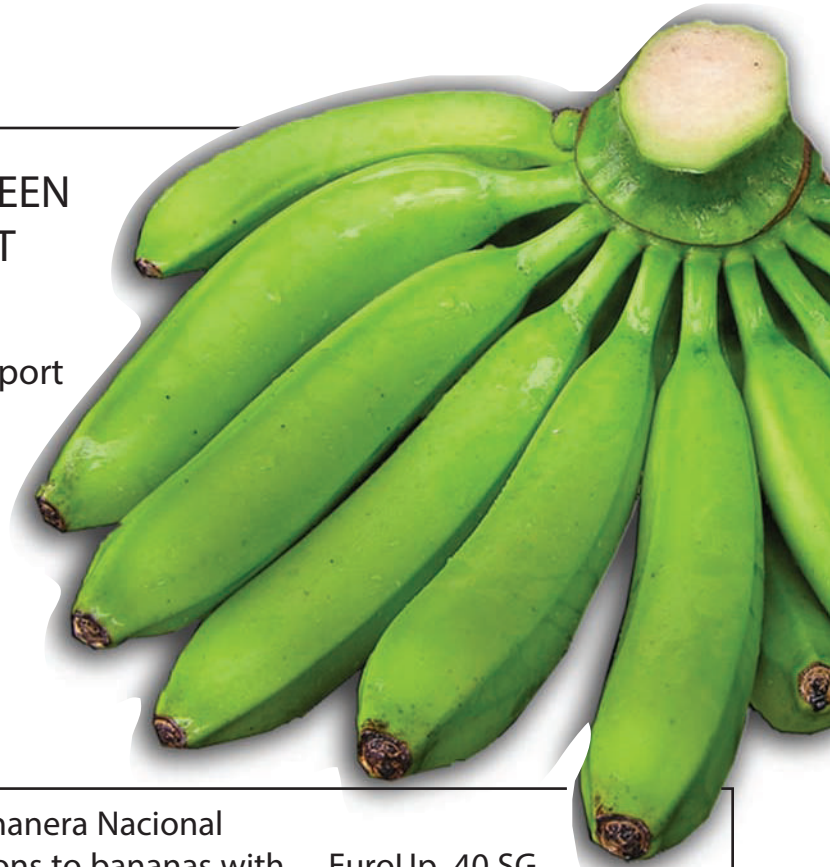
# EuroUp<sup>®</sup> 40 SG

PLANT GROWTH REGULATOR

Maximize the Green Life - It maximizes its Gains

## EUROUP<sup>®</sup> 40 SG MAXIMIZES THE GREEN LIFE AND QUALITY, POST-HARVEST

The banana is very susceptible to mature prematurely and to lose quality during transport to market. EuroUp 40 SG, in combination with good post-harvest practices, maximizes the period of green life and insures that the fruit arrives in optimal condition at the market.



Studies led in Costa Rica by the Corporation Bananera Nacional (CORBANA), showed that post harvest applications to bananas with EuroUp 40 SG increases the green life by more than one week. These additional days are critical to offer a product of high quality for the international markets.

### Storage of Banana Treated with EuroUp<sup>®</sup> 40 SG

**Application by spray**  
EuroUP 40<sup>®</sup> SG 1500 ppm



Untreated



**Application with brush**  
EuroUP 40<sup>®</sup> SG 1500 ppm



Untreated



0 5 10 15 20 25 30

Additional days of green life

USE RECOMMENDATIONS - ( POST -HARVEST )

In order to extend the green life after the harvest, apply 1000 ppm to 1500 ppm of EuroUp<sup>®</sup> 40 SG directly to the crown, using a brush or by spray.

Volume of water (L)	EuroUp <sup>®</sup> 40 SG rates in ppm		
	1000 PPM	1250 PPM	1500 PPM
20	50	62,5	75
40	100	125,0	150
60	150	187,5	225
80	200	250,0	300
100	250	312,5	375

Don't mix chlorine with EuroUp 40 SG in the water bath (chlorine can reduce the half-life of GA3). EuroUp 40 SG can be mixed with other post-harvest products, such as fungicides (e.g. Thiabendazol and Bitertanol) and/or Alum. It is recommended to test other products for compatibility.

Prepare only the amount required during a 24 hour period.



APPLICATION BY SPRAY



APPLICATION WITH BRUSH

BENEFITS OF THE PRODUCT

- ◆ It delays the natural maturation
- ◆ It maintains the quality of the fruit longer
- ◆ It increases the percentage of commercialized fruit after transport
- ◆ Compatible with the standard programs used for post-harvest treatments
- ◆ Friendly for the environment

THE TECHNOLOGY BEHIND EUROUP 40 SG

The post-harvest treatment with EuroUp 40 SG does not require specialized equipment and can easily be incorporated within the operational processes that are normally carried out in the packing house.

EuroUp 40 SG is OMRI\* Listed for use in organic production, and is friendly for the environment. In addition, this new formulation dissolves instantly, does not contain dust, is not flammable, is easy to use, transport, and store.



\*OMRI = Organic Material Review Institute (EE.UU.)  
 Creating Value Through Technology And People™  
 Follow the instructions of the label before use.  
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