



NEWS RELEASE

FOR IMMEDIATE RELEASE

Fine Americas Announces Federal Registration of Refine™ Plant Growth Regulator

Walnut Creek, Calif., --Fine Americas, Inc., a leading manufacturer and marketer of plant growth regulators for the fruit industry, today announced the federal Section 3 registration of its new Refine™ plant growth regulator. Refine features the active ingredient naphthaleneacetic acid (NAA) and is labeled for use on apples, pears, citrus and olives.

“Refine is a proven plant growth regulator for fruit thinning and control of pre-harvest drop in apples and pears,” explained Greg Johnson, president of Fine Americas. “In both crops, it serves as an effective chemical thinning agent for reducing fruit set during heavy-bearing years while promoting increased fruit size. In addition, a late-season application of Refine (7 to 14 days prior to harvest) can lead to higher yields by reducing losses caused by premature fruit drop from windfall and knockdown.” He added that Refine also is registered for thinning in certain citrus crops (oranges, tangerines, mandarins, tangelos and tangors), as well as olives.

Jim Scruggs, technical services manager for Fine, noted that “Refine also can be used to promote return bloom in apples during ‘off years’, especially in certain alternate-bearing varieties such as Fuji, Jonagold, Mutsu, Braeburn and Golden Delicious. This feature allows apple growers to meet market demands on a more consistent basis.”

Like all Fine products, new Refine is manufactured under the strictest quality control standards and backed by uncompromising sales and technical support. Additional information about Refine can be found at www.fine-americas.com.

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“Refine will assume a prominent place in our growing portfolio of PGRs for the fruit industry,” Johnson concluded. “Along with our other products, including Blush, Exilis Plus, Falgro, Kudos, Motivate, Novagib and Perlan, Refine will play an important role in helping growers produce the highest quality crops in the most efficient manner possible.”

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About Fine Americas, Inc.

Fine Americas, based in Walnut Creek, CA, is part of the Fine Holdings Group, founded in 1983 in Worcester, UK. In July 2014, the Fine Holdings Group was purchased by the De Sangosse Group, based in Agen, France. De Sangosse develops, manufactures and markets products for global agricultural markets, focusing on crop protection, plant nutrition and pest control.

Fine focuses on the development and marketing of plant growth regulators for fruit and ornamental crops. Fine is certified to ISO 9001:2008, and we continually strive to improve plant growth regulator technology to meet the exacting demands of today’s quality-conscious growers. For more information about Fine Americas, please visit www.fine-americas.com.

Blush[®], Exilis Plus[®], Falgro[®], Kudos[®], Motivate[®], Novagib[®] and Perlan[®] are registered trademarks of Fine Agrochemicals, Ltd. Refine[™] is a trademark of Fine Agrochemicals, Ltd.

About Engle Creative Solutions, LLC

Headquartered in Columbia, MO, Engle Creative Solutions is a full-service marketing communications company specializing in agribusiness, financial services and health care accounts. Engle Creative Solutions is committed to helping its clients “stand out in a crowded world” through sound strategy coupled with flawless creative execution. To learn more about Engle Creative Solutions, go to www.engage-creative.com.

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