



PRESS RELEASE

FOR IMMEDIATE RELEASE

Fine Americas Introduces Next Generation of Bloom-Thinning PGRs: Exilis® 9.5 SC

*New formulation is five times more concentrated than previous product;
also is easier to pour, handle*

WALNUT CREEK, Calif. (February 2, 2016) – One of the most important tools for apple and pear growers just got even better, thanks to the introduction of Exilis® 9.5 SC from Fine Americas.

The company is now introducing Exilis® 9.5 SC as its leading post-bloom thinning agent for apples and pears based on the active ingredient benzyladenine. This advanced formulation is five times more concentrated than current formulations in the market to improve handling and mixing as well as to reduce environmental impact. This provides benefit to the grower while still providing fruit thinning and increased fruit size.

“With five times more concentrated product, Exilis® 9.5 SC truly is the next generation product for post-bloom thinning in apples and pears,” said Greg Johnson, president, Fine Americas. “Growers who have used Exilis Plus® in 1-gallon jugs will find improved ease of pouring and less handling with the new Exilis® 9.5 SC in 1-quart jugs, and the higher concentration requires less storage space.”

Fine Americas worked with leading industry researchers over a number of years to develop this advanced formulation of Exilis® 9.5 SC in the United States.

“Our research has shown that growers will get the same top-notch performance in terms of thinning with Exilis® 9.5 SC that they saw with Exilis Plus®,” said Jim Scruggs, technical services manager, Fine Americas.

Additionally, to help with grower adaptation, company representatives currently offer measuring cups that will assist in accurate mixing of Exilis® 9.5 SC.

“Not only is Exilis® 9.5 SC easy to pour and measure, the concentrated product makes for fewer shipping and handling issues,” Johnson added. “And that, along with taking up less storage space, is an immediate benefit to growers as they focus on improved fruit quality, size and yield.”

To learn more about Fine Americas, visit www.fine-americas.com.

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About Fine Americas, Inc.

Fine Americas focuses on the development and marketing of plant growth regulators for agricultural and ornamental crops. Fine is certified to ISO 9001:2008 and continually strives to improve plant growth regulator technology to meet the exacting demands of today’s quality-conscious growers.

Based in Walnut Creek, California, Fine Americas 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.

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Media inquires

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