

Driven by innovation
Inspired by nature

Osmocote®

Product Use Guide

Osmocote®
Plus

Osmocote®
Pro

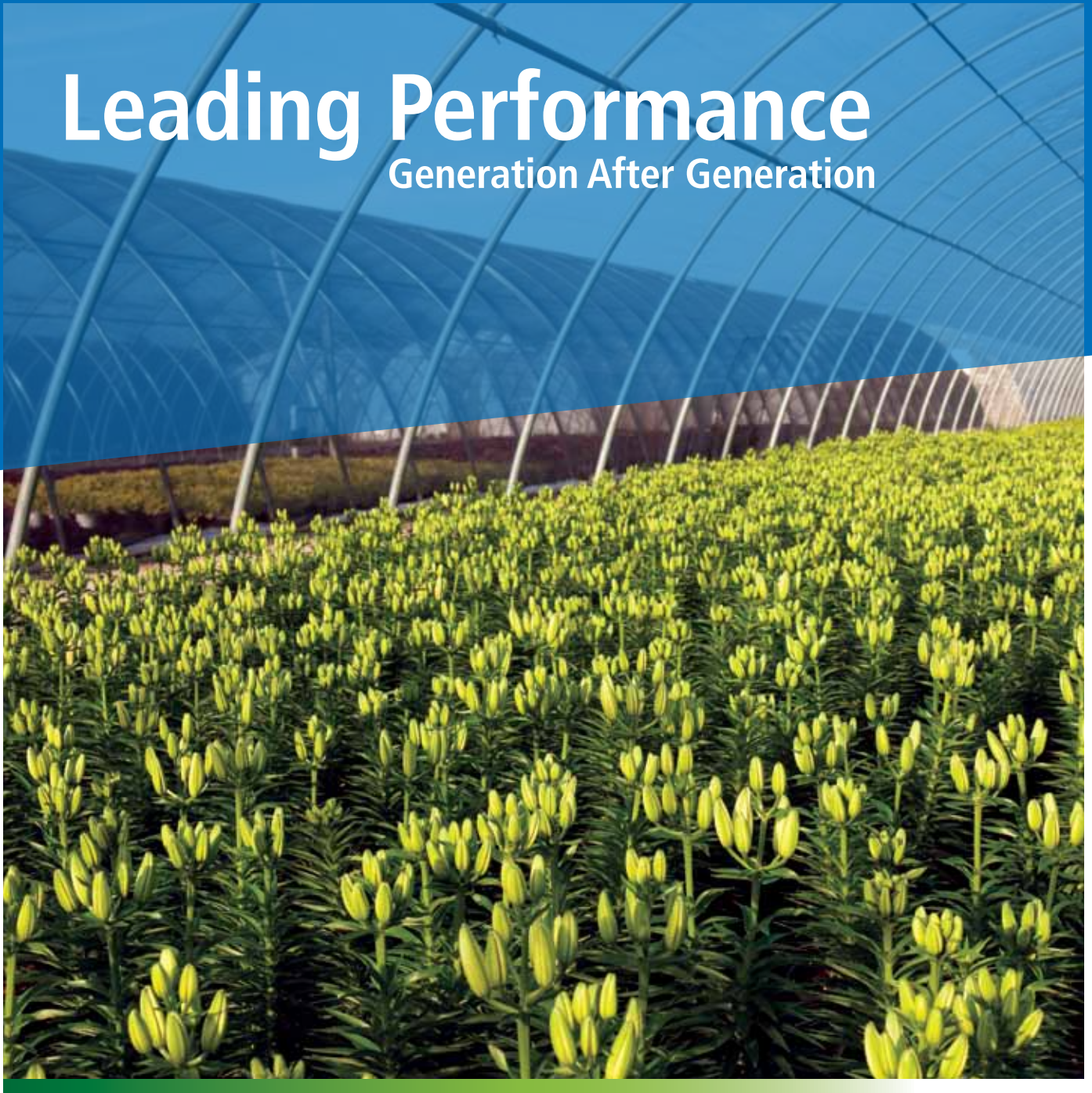
Osmocote®
Classic



An ICL Fertilizers Company

Leading Performance

Generation After Generation



More nursery and greenhouse growers rely on the proven performance of Osmocote® brand fertilizers from Everris®. You might be thinking that's a pretty bold statement. The fact is, it's the truth. Once you take a closer look at all the advantages Osmocote fertilizers can provide throughout your operation, you'll likely grow to rely on the proven performance, too.



TECHNOLOGY AND SUSTAINABILITY

Over the years, Everris has refined and improved its Osmocote® technology to make plant nutrition even more efficient and more closely in tune with plant growth. This evolution in technology is also in tune with the Everris e³ approach to sustainability.

Efficiency, Economy, Ecology are seamlessly integrated together to help you achieve sustainability. Everris recognizes the need to improve the efficiency and environmental impact of your fertilization program without sacrificing profitability. Our coated fertilizers are designed to take all three elements—the 3 e's—into consideration.



CONFIDENCE AND CONSISTENCY

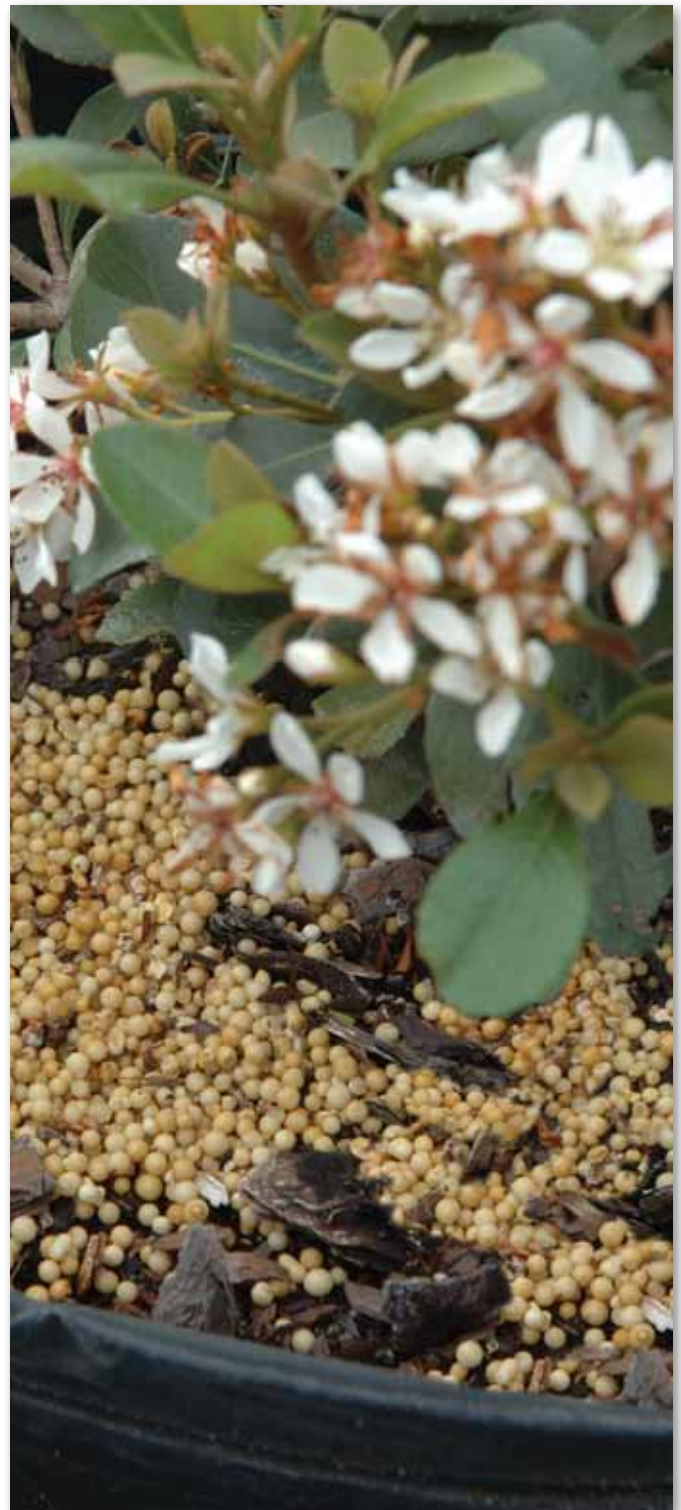
You can feel confident about your decision to incorporate Osmocote fertilizers into your plant nutrition programs, because Everris also has in place:

- Strict quality control standards
- Extensive testing procedures
- Well-documented field trials

It's this unwavering commitment to reliability and consistency—from one product to the next, one bag to the next—that helps deliver the value you need to optimize your fertilizer investment.

ASSISTANCE AND EXPERTISE

To assist you in selecting the right Osmocote fertilizer products for your operation, consult with your local Everris Territory Manager.



There's an Osmocote® brand that fits your operation

Everris® has continually evolved its Osmocote® fertilizer technologies to create a variety of practical and proven plant nutrition options for the professional grower. The following overviews are provided to help you better understand the differences between the three Osmocote product brands.

Osmocote® Plus

PATTERNED RELEASE



FEATURES:

- Everris Patterned Nutrient Release Technology™ delivers:
 - Pre-defined release patterns
 - Pre-defined longevity
- Coated N-P-K; magnesium and micronutrients; homogeneous
- Full season N-P-K plus micronutrients



BENEFITS:

- Proven, consistent, reliable performance
- Safe-in-use
- Maximize return on investment
- Optimize plant quality
- Match patterned nutrient release with crop needs

DESIGNED FOR:

- General nursery and greenhouse production
- Special circumstances such as sensitive or high-value crops
- Dibbling equipment
- Incorporation and Surface Application

Osmocote® Pro

CONTROLLED RELEASE



FEATURES:

- Blended products that may contain coated, uncoated and/or slow release components
- Added micronutrients
- Pre-defined longevity of N-P-K



BENEFITS:

- Proven, consistent, reliable performance
- Broad selection provides options to meet wide ranging plant nutritional needs
- Safe-in-use
- Blended formulations offer good cost-in-use

DESIGNED FOR:

- General container nursery production
- Outdoor and formulation-specific covered applications
- Incorporation and Surface Application

Osmocote® Classic

CONTROLLED RELEASE



FEATURES:

- Coated N-P-K; homogeneous
- Pre-defined longevity of N-P-K

BENEFITS:

- Proven, consistent, reliable performance
- Safe-in-use

DESIGNED FOR:

- General nursery and greenhouse production
- Use with Micromax® Micronutrients for optimal results
- Incorporation

EASY

Osmocote® Product Brand Icons

Everris® has adopted an iconic identification system to make it easier to differentiate between the three Osmocote® product brands. This system also simplifies and speeds the selection process, as these icons appear on all product packaging.

LONGEVITY ICONS



The three Osmocote product brands—Osmocote® Plus, Osmocote® Pro and Osmocote® Classic—all share these icons. To simplify identification, the icons are color-coded to differentiate the months of longevity.

GENERATIONAL ICON



Osmocote fertilizer products represented by this generational icon feature Everris Patterned Nutrient Release Technology.™ This is the most advanced technology on the market today, and dollar for dollar, the best fertilizer investment you can make.

PATTERNED RELEASE ICONS



Indicates the formulation's pattern of release.



MICRONUTRIENTS ICON

Indicates this product contains micronutrients inside a homogeneous prill.



GENERATIONAL ICON

Osmocote fertilizer products represented by this generational icon are blended formulations that contain coated, uncoated and/or slow release components along with added micronutrients.



MICRONUTRIENTS ICON

Indicates this product includes added micronutrients.

GENERATIONAL ICON

Osmocote fertilizer products represented by this generational icon feature 100% coated, homogeneous N-P-K and have no added micronutrients.



YOU'RE NOT JUST GROWING PLANTS, YOU'RE GROWING A BUSINESS

Osmocote®
Plus



OSMOCOTE® PLUS

DOLLAR FOR DOLLAR THE BEST FERTILIZER INVESTMENT YOU CAN MAKE

On the one hand, you want to grow beautiful, healthy plants that command a premium price at retail. You may also be looking to generate more turns per season. On the other, you want to reduce your input costs and minimize leaching, in an effort to optimize your fertilizer investment.

When you put a pencil to the possibility of incorporating Osmocote® Plus with Everris Patterned Nutrient Release Technology™ into your plant nutrition program, you just might find this is one of the best business decisions you can make to grow your plants—and—grow your business.

Osmocote Plus is one of the most efficient fertilizer options for nursery and greenhouse growers who are producing sensitive or high-value crops and looking for the maximum return on their investment.

Osmocote Plus patterned release fertilizers make it possible for you to more efficiently and economically coordinate the delivery of nutrients with the specific feeding habits of your plants. With Osmocote Plus you can feed your plants:

- What they need; 100% coated, homogeneous N-P-K—plus—six micronutrients and magnesium
- When they need it; three pre-defined release patterns; Hi-Start®, Standard® and Lo-Start®
- For as long as they need it; pre-defined longevities from 3 to 14 months

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What others are saying...



"What we like is that Osmocote matches the growth curve of the plant with temperature and fertilizer release. The overall result is more consistency, and we don't get a lot of leachate runoff. What this has allowed us to do is build on that consistency to build a better product for our customers and our bottom line, so we both win."

Mark West
Managing Partner/Horticulturalist
Cedar Valley Nurseries
Ada, Oklahoma





EVERRIS® PATTERNED NUTRIENT RELEASE TECHNOLOGY™



This 3rd Generation technology results from more than a decade of research and development. It synchronizes the release of plant nutrition with plant demand. Simply explained, the technology involves the mixing and matching of four homogeneous Osmocote® Plus prills of varying thicknesses to create three distinct nutrient release patterns. Patterns are available in a wide range of longevities from 3 to 14 months to correspond with the feeding habits of plants.



Osmocote Plus micro and secondary nutrients:
 Calcium
 Magnesium
 Sulfur
 Boron
 Copper
 Iron
 Manganese
 Molybdenum
 Zinc



An Osmocote® Plus prill combines the controlled release of major and minor elements with the convenience of consistently meeting plants' nutritional needs throughout their growing cycles.

Advanced Osmocote Plus technology offers you the flexibility to choose from three pre-defined nutrient release patterns—in pre-defined longevities—to precisely fit your various cultural conditions.



All in all, advanced Osmocote Plus is one of the most efficient and economical fertilizer options to maximize your return on investment, especially if you grow sensitive or high-value crops.

PATTERNED NUTRIENT RELEASE TECHNOLOGY

HOW IT WORKS

What follows is a little background information that will help you get a better feel for why Osmocote Plus is a step beyond controlled release fertilizers.



MOISTURE. TEMPERATURE. RELEASE.

An Osmocote Plus prill contains N-P-K, six micronutrients and magnesium. Water vapor is absorbed into the prill through the patented, polymer coating and dissolves the fertilizer inside. The release of fertilizer is primarily controlled by temperature. When it's warmer and plants are growing more actively, the coating expands allowing more fertilizer to be released. When it's colder, less fertilizer is released.



THICKNESS. SPEED. LONGEVITY.

Here are four homogeneous Osmocote Plus prills. What differentiates these prills is coating thickness. The thickness of the coating—along with temperature—not only controls when nutrients are released, but the longevity as well; the thinner the coating, the faster the release, the thicker the coating, the slower the release and the longer they will last.

UNIVERSITY RESEARCH VALIDATES OSMOCOTE PLUS PERFORMANCE IN THE GREENHOUSE.

Studies and trials at a number of leading U.S. universities clearly show that Osmocote Plus applied to color crops can generate a plant growth response that is equal to or better than water soluble fertilizers (WSFs). Additional comparisons revealed Osmocote Plus is:

- More efficient, indicating crops can be produced using less fertilizer
- Easier to use, which simplifies root zone management
- Significantly more effective in reducing environmental impacts
- More effective by demonstrating greater post-harvest performance

Consult with your Everris Territory Manager about the viability and advantages of incorporating Osmocote Plus into your greenhouse nutrition program.



Osmocote® Plus right at home in the **Greenhouse**

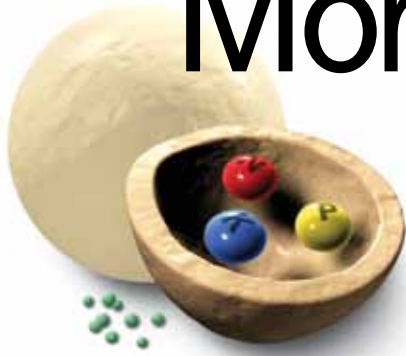
Under various greenhouse conditions, Osmocote® Plus can:

- Improve overall nutrition delivery and efficiency
- Reduce fertilizer, labor and resource costs
- Minimize nutrient loss due to leaching or runoff

More growers are beginning to recognize the practical and profitable advantages of incorporating Osmocote Plus into their greenhouse nutrition programs.

Osmocote Plus has proven to be especially effective for growers producing sensitive or high-value crops. For general use on all crop types, growers have found combination programs which include the patterned release of Osmocote Plus along with Peters® Water Soluble Fertilizers to be a more efficient and economical nutrient delivery solution.

More choices. Better



The Everris® Osmocote® Pro product lineup includes a broad selection of exclusively blended controlled release formulations. This variety provides you with a number of options to choose just the right formulation to meet the nutritional needs for a wide range of plants.

CONSISTENCY RIGHT DOWN THE LINE

Everris 2nd Generation Osmocote Pro formulations feature patented, 100% coated, homogeneous N-P-K prills blended with a proven package of micronutrients and other coated and uncoated nutrient sources. These formulations:

- Consistently provide plants with the nutrition they need, in a form they can readily utilize.
- Offer a choice of pre-defined longevities that further assure reliable nutrition delivery for as long as your plants need it.

With better blends and more choices, the value Osmocote Pro delivers to you is consistently healthy plants.



To make the selection process easier for you,
Osmocote Pro formulations are grouped by typical application:

GENERAL PURPOSE APPLICATIONS; BOTH OUTDOORS AND IN PROTECTED STRUCTURES

- Contains no urea so it can be used in covered production areas as well as outdoor nursery, foliage and landscape plants
- Elevated level of iron in sulfate form is easily taken up by plants and encourages good foliage color
- Analysis of 17-5-11 provides good cost-in-use value

GENERAL PURPOSE APPLICATIONS; OUTDOORS

- For use on nursery stock, foliage and landscapes
- For general purpose outdoor nursery production

QUICK GREEN-UP; PROVIDES AN UPFRONT STARTER NUTRIENT CHARGE

- For use on nursery stock, foliage and landscapes

- Features uncoated Quickstart® nutrients and extra iron for an immediately available starter charge which is especially useful for "green-up" applications or to offset the nitrogen draw of green bark

SLOW RELEASE N; RECOMMENDED FOR COOLER GROWING CONDITIONS

- For use on nursery stock, foliage and landscapes
- Features slowly available nitrogen for crops desiring higher upfront N levels
- Also works very well in cooler growing conditions, such as early spring production

HIGH N AND NO MICRONUTRIENTS

- For use on nursery stock, foliage and landscapes
- For general purpose outdoor nursery production
- Use with Micromax® Micronutrients for optimum results

blends. Healthy plants.



SPECIALLY BLENDED FORMULATIONS FOR OUTDOOR AND COVERED APPLICATIONS



- 100% coated, homogeneous N-P-K blended with improved sulfated micronutrients that allow for the most efficient plant uptake.
- The highest level of iron in any Osmocote® Pro product.
- Greater versatility; can be used in covered applications as well as nursery stock, foliage and landscapes.





The Foundation for Plant Nutrition

Leading performance for generations—that's the legacy of Osmocote Classic—the original controlled release fertilizer.

Since its introduction decades ago, more growers have trusted Osmocote® than any other controlled release fertilizer. Just one application of Osmocote Classic's patented, homogeneous N-P-K prills and your plants receive the nutrition they need to promote healthy growth all the way through to market.

This level of consistency, reliability and performance has never been duplicated. In fact, this proven standard continues to serve as a cornerstone for improving and evolving Osmocote product technologies.

FROM YOUR PERSPECTIVE

- Osmocote Classic with its flexibility makes it easier to put together an efficient and accurate base fertilizer program to meet the nutritional needs and feeding habits of a wide range of plants.
- Osmocote Classic formulations incorporate 100% coated, homogeneous prills and are urea-free for greater consistency, stability and control.
- All formulations have pre-defined longevities of N-P-K ranging from 3 to 16 months.
- Osmocote Classic Mini Prills improve plant growth by providing better uniform fertilizer distribution in smaller greenhouse containers.
- Incorporating Micromax® Micronutrients optimizes plant performance by boosting the number of secondary and micronutrient elements in the root zone.



Micromax[®]

Micronutrients

The leading homogeneous granular micronutrient fertilizer.

Its homogeneous formula maximizes sulfated elements for optimum plant utilization and prevents micronutrient segregation. This is a good product for general nursery and greenhouse production when additional micronutrients are desired or required.

- The granular formulation increases the efficiency of the major nutrient program and maximizes plant growth by boosting the availability of micronutrients in the root zone.
- Incorporating Micromax[®] Micronutrients and Osmocote[®] Classic provides an opportunity for you to create an effective and complete nutritional platform to optimize the growth of your plants.

Osmocote[®]

Bloom

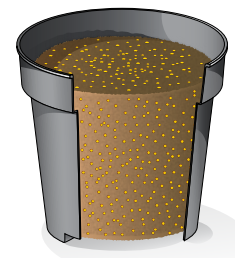
Specially formulated for greenhouse plants in smaller containers with a production time of 6-12 weeks.

Features patented Osmocote[®] controlled release fertilizer technology. These prills are a viable option for greenhouse use because they are specifically designed for incorporation in smaller containers.

- Bloom Prills are about 1/5 the size of standard Osmocote; there are approximately 220 prills per gram versus 40 with normal sized Osmocote Classic.
- More prills per gram improves plant growth and provides better uniformity in smaller containers.
- Incorporates more evenly into growing media in smaller containers for more uniform distribution of nutrition.
- Provides the right balance of nitrogen, phosphorus and potassium.



Standard Osmocote prill distribution in 4" pot



Osmocote Bloom distribution in 2" pot





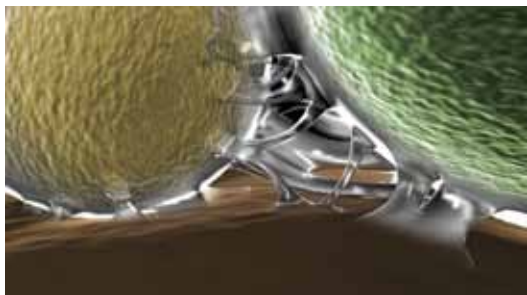
The no-spill prill

What others are saying...

"Not only did Osmocote with Fusion save us money by eliminating the need to reapply fertilizer that used to spill from pots during windstorms or shipping, but it also lived up to the great performance we've come to expect from the Osmocote brand."

Brett Schroer
Production Manager
Mulhall's Nursery
Omaha, Nebraska

Keeps more prills in the pot, puts more profit in your pocket.



HOW FUSION TECHNOLOGY WORKS

- After the product is surface applied and watered in, the innovative polymer compound forms a web-like adhesive matrix



- This matrix bonds the prills to each other and the prills to the growing media
- Re-wetting the growing media through subsequent irrigations maintains the Fusion activity, which assures the fertilizer will stay in place for an extended period of time

Everris® Osmocote® with Fusion Technology™ has been specially developed for surface applications in container nursery stock. This Osmocote product features a proprietary Fusion agent that is activated by water. Once activated, should containers get blown or knocked over, the fertilizer that is bonded to the growing media in the pot, stays in the pot, minimizing the need for reapplication.

Note: Fusion Technology does not adversely affect the release of nutrients to the plant.

FROM YOUR PERSPECTIVE

- The need for reapplication is minimized, which reduces additional fertilizer and labor costs
- By keeping more fertilizer in the pot from the start, your plants consistently receive the nutrition they need to achieve superior results
- Your fertilizer investment is optimized, because more of what you purchase stays put in the pot

CURRENT AVAILABILITY

- Osmocote® Pro 19-6-9, 5-6 mo.
- Osmocote® Pro 20-4-7, 8-9 mo.

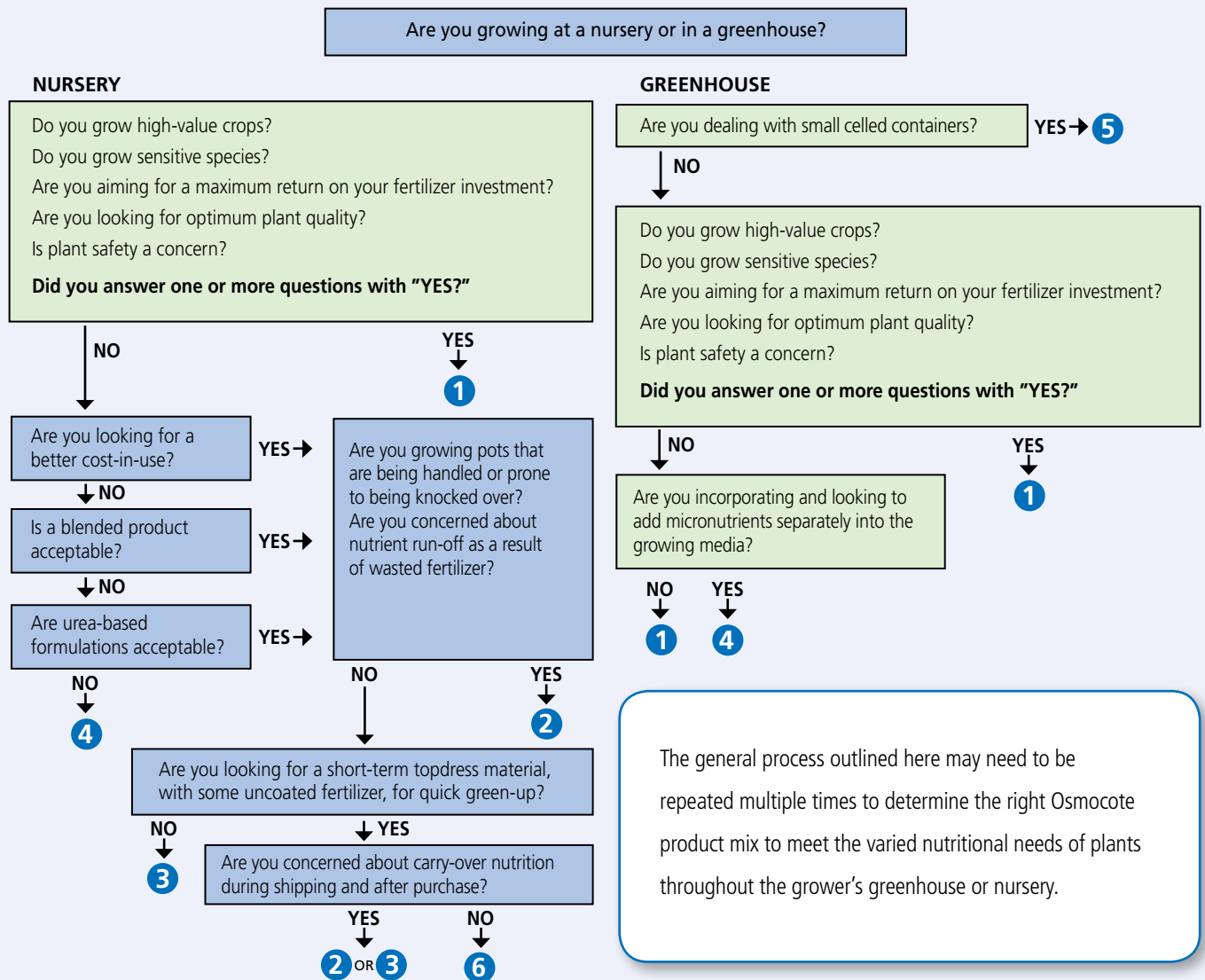


The introduction of Fusion Technology from Everris represents a significant step forward in enhancing the proven and trusted performance of Osmocote. The benefits to growers can be substantial in helping to optimize their fertilizer investment.

Osmocote® Brand Selection

Greenhouse and nursery growers have found this Brand Selection process to be useful in determining which Osmocote® fertilizers to incorporate into their plant nutrition programs. You are encouraged to consult with your Everris® Territory Manager for insights and expertise as you move through this

selection process together. By doing so, you will be able to make informed decisions about the Osmocote products that can best be utilized to promote the growth of healthy plants throughout your operation, while optimizing your return on investment.



Osmocote® Brand Selection

1

Osmocote® Plus



For growers raising a wide variety of crops and looking for one high quality, general purpose fertilizer to deliver excellent results throughout the growing season across many different crop types. For nurseries planting and fertilizing spring through late summer. For greenhouse operations looking for a coated fertilizer to be used at a low rate in combination with a water soluble program to save cost, increase crop quality, reduce run-off and provide some post-production fertilizer program for the consumer.

1

Osmocote® Plus



For growing operations engaged in long-term propagation or potting up in the late summer or fall. For nurseries shifting bare root stock into containers. For greenhouse operations who primarily feed with water soluble fertilizer, but want to incorporate at planting primarily for post-production fertilization.

1

Osmocote® Plus



For growing operations raising fast-growing crops and potting up in the spring or early summer. For nurseries growing heavy feeders including: many perennial species and vigorously growing deciduous shrubs, etc. For greenhouse operations growing high demanding crops like fall mums, vegetative spring crops such as petunias, combination baskets and planters.

2



Osmocote® Pro with Fusion Technology™

Developed for surface applications in container nursery stock. Features a proprietary Fusion agent that is activated by water to help fertilizer stay where it belongs—in the pot.

3

Osmocote® Pro



For incorporation or surface application; general container nursery production and outdoor applications.

4

Osmocote® Classic

Supplement with Micromax® Micronutrients.

5

Osmocote® Bloom

Specially formulated for greenhouse plants in smaller containers with a production time of 6-12 weeks.

6

Everris® Nursery Mix

Contains Osmocote® coated N-P-K blended with micronutrients and other fertilizer technologies to deliver nutrition consistently within specific longevities.

Product Trials

Although Osmocote products have been extensively tested and trialed by Everris® to ensure they perform as promised, you should evaluate that performance under your own growing conditions.

- The trial process can sometimes take several years to complete, so it is vital that your trials be designed and set up properly to collect the best data.
- An Everris Territory Manager is available to help you set up and track your trials.
- Discuss your expectations and concerns with your Territory Manager prior to setting up your trials, this will help define the best products and rates to test.
- Careful planning and follow-up will ensure that your trials will provide the right answers to your questions.
- Ultimately, the trials you conduct will help you clearly determine which specific Osmocote product(s) and application rate(s) will produce the optimum result for your plants—and—your operation.



Specialized Plant Nutrition Products

In addition to its proven and widely accepted Osmocote® product brands, Everris® also offers you a number of specialized plant nutrition solutions.

EVERRIS® NURSERY MIX

EVERRIS® NURSERY MIXES. Everris Nursery Mixes are specially designed for general purpose outdoor production of nursery stock, foliage and in landscapes. They contain Osmocote® coated N-P-K blended with micronutrients and other nutrient sources that consistently provide your plants with what they need, in a form they can readily utilize. And as an added bonus, all of these mixes are affordably priced, which helps to stretch your fertilizer dollars.

EVERRIS® TOPDRESS with Micronutrients

TOPDRESS FERTILIZERS. Provides a consistent release of high-quality nutrition, with important secondary and micronutrients, along with nitrogen, phosphorus and potassium. May be used in conjunction with liquid or dry fertilizer programs.

EVERRIS® FIELD FERTILIZER

FIELD FERTILIZER. Urea nitrogen is coated with Poly-S® technology for effective controlled release of nutrients. Provides a nitrogen-rich feeding with supplemental levels of phosphorus and potassium. An excellent choice for trees, shrubs and woody ornamentals, particularly in nurseries where broadcast spreaders are employed for quick application. Not for use in container nursery stock.

Agriform®

FERTILIZER PLANTING TABLETS Agriform® Planting Tablets contain micronutrients derived from sulfates, which results in more nutrition being utilized by the plant. The simplicity of these pre-measured tablets ensures uniform and adequate root zone feeding of trees, shrubs and ground covers for up to two years. Osmocote® Plus planting tablets are also available.

Osmoform®

OSMOFORM® SLOW RELEASE FERTILIZER (SRF). Primarily used for quick “green-up” applications or as starter fertilizer, Osmoform aids in offsetting nitrogen draft of green bark. It contains N-P-K, magnesium, sulfur and micronutrients, and can be incorporated or surface applied.

Comprehensive in scope, there is not a plant's nutritional needs that cannot be met by a product bearing the Everris® name.

Everris.us.com

Your Essential Resource Tool



This website is designed to help you quickly and easily learn about the technology that goes into every bag of Osmocote fertilizer—and—which Osmocote products are best suited for incorporation into your operation.

From a products perspective, the website includes:

- Product sheets, usage tips and application rates for the entire Osmocote product line—Osmocote® Plus, Osmocote® Pro, Osmocote® Classic and Osmocote® Bloom
- Valuable information about other nutrition products from Everris, including micronutrients, slow release fertilizer, topdress fertilizers, fertilizer tablets and Canadian formulations
- Testimonials to support product performance

From a behind-the-scenes perspective, the website features:

- A video highlighting Everris Patterned Nutrient Release Technology™
- A video spotlighting Everris Osmocote Fusion Technology™

Bookmark it now.

Content on the website is always changing and continually updated. You need to check back often. Make **Everris.us.com** your most-used resource tool for the very latest information about everything Osmocote and the entire Everris® family of evolving technologies.

Driven by innovation
Inspired by nature



EFFICIENCY • ECONOMY • ECOLOGY

Osmocote® brand fertilizers and other controlled release technologies available from Everris® reinforce the company's goal to provide products that are not only sustainable from an environmental standpoint, but also contribute to the professional grower's overall profitability. These three elements of equal standing form the framework that supports the Everris approach to achieving sustainability:

- **EFFICIENCY.** Use all available resources wisely to gain maximum output from as little input as possible. Incorporating Everris fertilizer products into your operation will provide opportunities for you to reduce application rates and application frequency, while maintaining or improving crop yields and crop quality.
- **ECONOMY.** Optimize cost/benefit ratios and return on investment to effectively maximize profitability. Selecting and then incorporating the right Everris products into your operation can help you decrease your input, fuel and labor costs, which in turn will assist in maximizing the return on your fertilizer investment in terms of improved plant quality which translates into increased profitability at retail.
- **ECOLOGY.** Minimize or eliminate wasteful production inputs to lessen the environmental impact. The proven performance of fertilizer technologies from Everris assures consistent and reliable nutrient delivery to your plants at the right rates and at the right time throughout the growth cycle. This trusted performance not only reduces the negative environmental impact caused by volatilization, leaching and runoff, it helps to optimize your fertilizer investment, because more of what you buy is utilized by the plant.

Trust that as Everris continues to introduce and evolve its fertilizer technologies, this approach to sustainability will serve as the foundation. The benefit to your operation is an ever-increasing level of efficiency, profitability and environmental stewardship.

