



Replace Your Perlite With HydraFiber®: Less Dust, Readily Available and Engineered for Consistency

As perlite supplies become more scarce and costs go up, leading growers are switching to engineered-fiber HydraFiber® as the high-quality, cost-effective alternative. They report seamless transitions, as well as cleaner mixing barns, production areas, and retail locations.

GROW WITHOUT INTERRUPTION

HydraFiber is factory-manufactured year-round in Profile® Products' plant in Conover, North Carolina.

- Ultra and EZ Blend bales and towers are always in great supply – no long lead times or supply chain disruptions.
- Consistent physical and chemical properties across every shipment eliminate variability in final mixes.
- Blends easily with other mix components.

"The biggest efficiency is space savings. We're able to bring in 3 to 4 loads of compressed HydraFiber (Ultra) vs. 30 to 40 of perlite."

Ron Van Der Hengst,
President of Operations,
South Central Growers

"Our root quality with HydraFiber is way better than what it was before with perlite, and better roots equal better plants."

Nick Gapinski, CEO,
Heartland Growers

"The greenhouse is cleaner – we don't have perlite laying all over the place. HydraFiber is very, very nice."

Paul Hardiman, Head Grower,
Dan Schantz Farms & Greenhouses

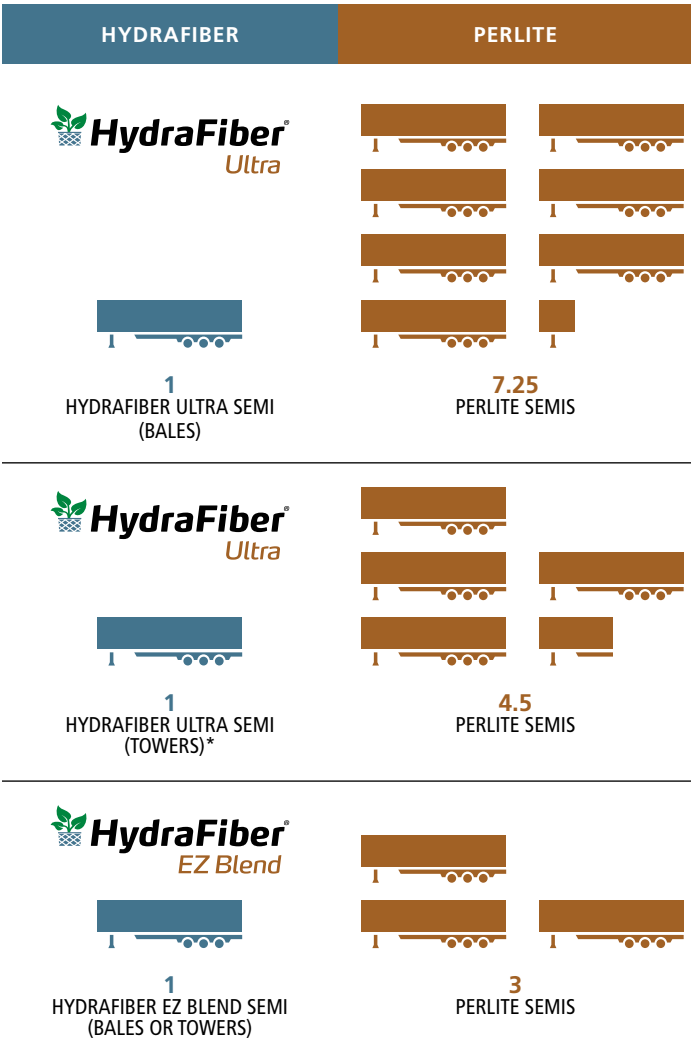


MAXIMUM EFFICIENCY

All HydraFiber products ship very efficiently as compressed materials with low bulk density. That's the key to saving storage space, unloading fewer trucks, and minimizing freight costs.

- Use your valuable space for production, not raw materials.
- Reduce inventory carrying costs.

HYDRAFIBER: A LITTLE GOES A LONG WAY!



* Numbers based on bale shaver processing; expected yield will be lower with less automated processing (i.e., bucket blending).

"We wanted to replace perlite in our mix as we had supply issues, it's difficult to use, it's very dusty and it's abrasive on machinery. We trialed HydraFiber in 2016, then started using HydraFiber Ultra 160WB full time in January 2017. We're very happy with it and have replaced some of the peat in our mix as well."

Henry Thorpe, General Manager,
Catoctin Mountain Growers

HYDRAFIBER'S LOW BULK DENSITY IMPROVES BUSINESS EFFICIENCIES

	SAMPLE BULK DENSITY (LBS./CU FT.)	INCLUSION (%)	BULK DENSITY (LBS./CU FT.)
PEAT	10.5	85	8.9
PERLITE	7	15	1.1
TOTAL WEIGHT			10.0
PEAT	10.5	85	8.9
HYDRAFIBER	1.9 (SHRUNK)	15	0.3
TOTAL WEIGHT			9.2 (8% LOWER)
MIX	PALLET WT. AT 2:1 (LBS.)	UNITS PER TL	
85% PEAT: 15% PERLITE	2,200	20	
85% PEAT: 15% HYDRAFIBER	2,024	21	5% MORE UNITS PER TL

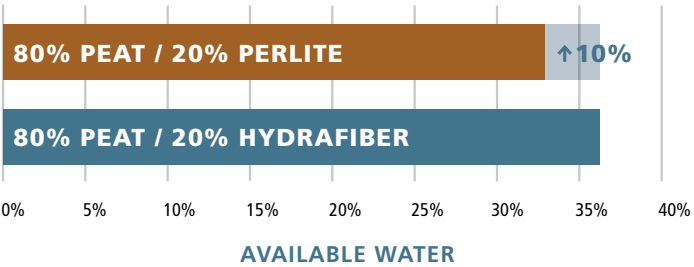
Note: This example provided for illustration purposes. Individual results for peat and perlite will vary.

PLANTS THRIVE IN HYDRAFIBER

HydraFiber blends deliver proven performance across a broad range of crops and assure exceptional finished quality.

- HydraFiber’s high porosity offers superior water-holding ability.
- Better air space than other raw materials improves root zone development.
- Up to 10% more water is available to every plant due to the higher surface area of our fibers.

ADDING 20% HYDRAFIBER TO PEAT INCREASES AVAILABLE WATER COMPARED TO 20% PERLITE BLENDED WITH PEAT



Source: Waypoint Analytical

HYDRAFIBER BLENDS DELIVER EQUAL OR BETTER PLANT PERFORMANCE COMPARED TO PERLITE BLENDS



CONTROL: PERLITE 20%
PEAT 80% HYDRAFIBER ULTRA 160WB 30%
PEAT 70%

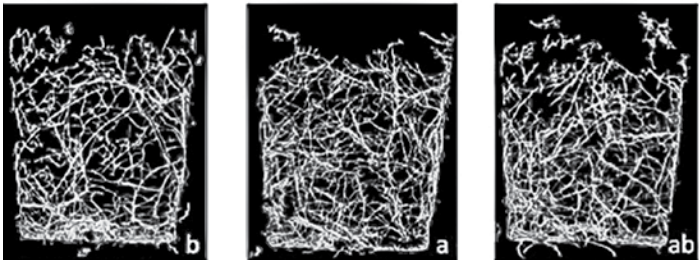


PERLITE 20%
PEAT 80% HYDRAFIBER 30%
PEAT 70% HYDRAFIBER 40%
PEAT 60%

Petunia growth 30 days after planting; produced with 100 ppm N and 20-10-20 fertilizer. Trial results from Dr. Glenn Fain, Auburn University.



CONTROL: PERLITE 20%
PEAT 80% HYDRAFIBER ULTRA 160WB 50%
PEAT 50%



PERLITE 20%
PEAT 80% HYDRAFIBER 30%
PEAT 70% HYDRAFIBER 40%
PEAT 60%

Marigold root development 38 days after planting. Trial results from Dr. Glenn Fain, Auburn University.



CONTROL: PERLITE 20%
PEAT 80% HYDRAFIBER ULTRA 160WB 60%
PEAT 40%

Trial results from Dr. Glenn Fain, Auburn University.

HYDRAFIBER DELIVERS ALMOST DOUBLE THE POROSITY OF PERLITE

In today's market, growers demand well-oxygenated root zones without sacrificing water-holding capacity. Growing media must provide excellent water retention to keep plants hydrated in shipping and in the store.

PHYSICAL PROPERTIES OF HYDRAFIBER VS. PERLITE

RAW MATERIALS	TOTAL POROSITY (%)	CONTAINER CAPACITY (%)	AIR SPACE (%)
PERLITE – HORT. GRADE	56.5	22.0	34.5
HYDRAFIBER ULTRA 365WB	99.8	38.1	61.7
TRIAL MIXES	TOTAL POROSITY (%)	CONTAINER CAPACITY (%)	AIR SPACE (%)
80% PEAT: 20% PERLITE	89.7	74.0	15.7
80% PEAT: 20% HF 365	95.2	74.2	21.0
70% PEAT: 30% HF 365	91.8	69.2	22.7
60% PEAT: 40% HF 365	90.2	65.3	24.9
50% PEAT: 50% HF 365	94.2	65.4	28.9

Perlite is a volcanic rock that is mined and heated to approximately 1800°F (1000°C), and expands into a lightweight, bead-like material. Due to its physical structure, horticultural perlite typically has low total porosity; the pores are either water-filled or more often, air-filled. Particle surface area is also low relative to fibrous materials. *This low total porosity combined with the high air space to water-holding ratio means perlite mixes will be drier because they hold less water.*

HydraFiber has almost twice the total porosity compared to perlite because of the highly singulated fibers created in manufacturing with our patented Thermally Refined® process. The result: *HydraFiber increases both water-holding and air space by over 70% compared to perlite.*

- Want to reduce water-holding and increase air space? Higher inclusion of HydraFiber will do that.
- Looking to target a specific air-to-water ratio in your mix? The chart to the left illustrates trial results with a HydraFiber Ultra 365 blend; however, the HydraFiber product line has several grades available to create blend recipes that maximize crop performance. We'll work with you to find the best option.

CLEAN, SAFE, EASY TO USE

- Far cleaner to work with, HydraFiber eliminates the respiratory and eye-irritating silica found in perlite.
- Reduces waste and mess, and saves on clean-up labor.
- OMRI-listed in the U.S. and Canada.



"Landscapers don't want perlite in their beds. Moving to HydraFiber lets us give them a clean, perlite-free mix."

Kevin Koepler, General Manager,
Sunbelt Greenhouses

Put HydraFiber into your blends with confidence.
There is a solution in great supply and ready to ship to you today.
Contact us at 800-496-0955 or hydrafiber@profileproducts.com.



750 W. Lake Cook Rd., Ste. 440, Buffalo Grove, IL 60089
www.hydrafiber.com | www.profileproducts.com
Email: hydrafiber@profileproducts.com
Toll Free: (800) 496-0955 | International Calls: +1 (847) 353-2148

