



OCTOBER 2017

# ROOTED

The HydraFiber<sup>®</sup> Advantage: Grow great plants...without the media headaches.

The evolution  
is ON!

Yes...you really can take back  
control of your media program.

**THE HYDRAFIBER TEAM IS  
FOCUSED ON FORGING  
STRONG PARTNERSHIPS.**

Every member of our staff is 100% committed to growing solid relationships, every day at every level. From current or potential grower customers to our pre-mix partners...independent research teams to outside suppliers, we will always listen to what you have to say and put our energies into developing efficient and effective solutions.

About 18 months ago, I called Rob Lando at AgriNomix to fill him in on HydraFiber and get his take on how to help growers make an easy transition to our new advanced substrate product. Rob and his "A team" kicked into action and before we knew it, the first prototype of the HydraFiber Processing Unit (HPU) was born. Thanks to our partner AgriNomix, nearly 30 HPUs are up and running in greenhouses across North America, and close to 50 will be operational before the end of 2017.

My personal promise to you: we will continue to work with you to make your substrates work harder, to find the right solutions for your media program, and to become even more deeply **ROOTED** in your business!



Jennifer B. Broersma-Neujahr  
Business Manager - Horticulture



A PHONE CALL IN APRIL 2016 FROM PROFILE PRODUCTS' JENNIFER NEUJAHR TO **ROB LANDO OF AGRINOMIX** TURNED INTO A DYNAMIC SOLUTION FOR GROWERS: THE HYDRAFIBER PROCESSING UNIT.



## HPU Was Invented for You

**ROB LANDO** IS THE OWNER OF AGRINOMIX, THE AUTOMATION SPECIALISTS THAT DEVELOPED THE HPU, AND NOW BUILD AND INSTALL THE MACHINES FOR HYDRAFIBER GROWERS.

### 1. What lit the spark for you and your group and said “we want to partner with the HydraFiber team”?

We had heard talk from a few grower customers who had been running very successful trials with a new advanced substrate in their soil mixes. They advised us to pay attention to this new product. Not long after that, I was contacted by Profile Products about their need to engage with us to help some of our existing customers rework their mix lines to enable them to use HydraFiber. To learn more about the situation, we flew a small team down to Conover, NC to see the product and how it was packaged. The trial data and product research that Profile’s folks presented to us was compelling and very comprehensive. Needless to say, we took them very seriously and immediately formed an engineering task force to start machinery designs.

### 2. HydraFiber needed a machine that would work in concert with the machinery a grower already had. What were you up against?

Our challenge was to take Profile’s extensive knowledge of how to open, decompress and process their HydraFiber product, but do so in a manner that was “grower practical.” That meant that the machinery design had to conform to existing (confined) spaces and become fully integrated into currently operating equipment. The next challenge was to design the machinery in a modular fashion that would allow for numerous configurations, including use with older equipment supplied by us or sometimes by our competitors.

### 3. As an “outside observer,” what do you see as HydraFiber’s biggest strengths to growers?

It’s counterintuitive to understand how one material can hold more water than peat moss and at the same time, provide more air space than perlite... but that’s what HydraFiber does. Root development tells the story. Then, add to that HydraFiber’s exceptional consistency, proximity to the market and competitive costing, and it’s clear why growers are moving to this new substrate.

### 4. Please share three words that sum up the HydraFiber-AgrinomiX partnership best for you.

Intensive. Committed. Long-term.

SEE WHAT THE HPU CAN DO FOR YOU ON THE NEXT PAGE.

# Seamless Success

AGRINOMIX IN OBERLIN, OHIO – INDUSTRY LEADERS IN GREENHOUSE MANUFACTURING EQUIPMENT – DEVELOPED THE HYDRAFIBER PROCESSING UNIT TO FIT EASILY INTO MOST EXISTING MIX LINES.

CONVEYOR TRANSPORTS HYDRAFIBER BALES TO EXPANDING AND MIXING CHAMBERS

SECONDARY EXPANDER HEADS CREATE IDEAL FIBER CONSISTENCY

INITIAL EXPANDER BEGINS SEPARATING FIBERS

MIXING CHAMBER ENSURES ALL COMPONENTS ARE BLENDED PROPERLY

SUPERIOR AND RELIABLY CONSISTENT MIX TRAVELS TO BULK HOPPER



The machine has been great... it's been doing what it was designed for. The transition was better than expected!"

**FERNANDO HERNANDEZ**  
OPERATIONS MANAGER,  
COLORPOINT-ILLINOIS



The equipment is simple and easy to use."

**DEAN LUBLACE**  
SERVICE TECH,  
COLORPOINT-  
KENTUCKY

An important feature of HydraFiber Advanced Substrate is that this 98% porous material comes compressed and packaged in 50-lb. bales with a 13:1 expansion rate. That's key to HydraFiber significantly reducing your shipping costs and storage space. One truckload of HydraFiber equals about five truckloads of peat or eight of perlite...a little goes a long way!

The HydraFiber Processing Unit (HPU) is designed to return bales to their fibrous state. The HPU maximizes the yield of each bale, producing 1.1 cubic yards of singulated fibrous material that's ready to blend right into the media.

The HPU is available in several capacity options, ready to be incorporated into your current line. AgriNomix and HydraFiber teams work together with growers who chose to mix their own HydraFiber blends to determine which machine works best for their production situation. Depending on the annual soil mixing volume, the machine can be made available by HydraFiber to growers for either a lease or purchase agreement.

Watch our short video to see the HydraFiber Processing Unit in action:  
<https://vimeo.com/hydrfiber/hpu>



**The installation and integration of the HPU with our existing AgriNomix 60 yard per hour mixing line was seamless. It's not bulky or large, so it should fit most everybody's set-up."**

**RON VAN DER HENGST**  
 PRESIDENT OF  
 OPERATIONS,  
 SOUTH CENTRAL  
 GROWERS

## Keep Your HPU Running Like New!



### NATE CARNEY'S QUICK TIPS

Between seasons is a great time to give your HPU some well-deserved attention. Here are three simple yet highly effective tips. Remember...the more you take care of your HPU, the more it will look after you!

#### WIRE ROLLER

**INSPECTION:** Keep wire rollers fresh to ensure your HPU is working hard for you.

#### MIXING CHAMBER

**INSPECTION:** Make sure your HPU is free from any raw material buildup on the side walls to avoid any "surprise" clogs in the future.

#### HEAD TO TOE REVIEW:

It's good practice to walk your HPU from tail pulley to discharge conveyor. Check everything from grease points and conveyor tracking, to motor mounts to belts. A quick review now can save you a lot of time later, when every minute counts.

Contact me anytime with questions at 229-392-8807 or [ncarney@profileproducts.com](mailto:ncarney@profileproducts.com), or get in touch with Ken Maynard of AgriNomix at 440-774-2981 or [kenm@agrinomix.com](mailto:kenm@agrinomix.com). We're both here for you.

#### STANDARD UNIT

Our standard unit meets the mix line capacity needs of regional blenders and growers that are producing soil blends.



#### EXTRA WIDE UNIT

Double conveyor can process two HydraFiber bales at one time. Designed for customers with mix lines producing over 150 yards per hour.



#### HYDRAFIBER EXPANDER (HE) UNIT

Lower capacity option is ideal for growers that mix their own soils, but have a lower capacity mix line.



COMING SOON

## HYDRAFIBER TEAM

## INTRODUCING

Interest in HydraFiber continues to grow, and so does our team. Meet three new members here, each one committed to helping make your substrates work harder and find the right solutions for your media program. Read more about our team at [www.hydrafiber.com](http://www.hydrafiber.com).



**GLADYS OPIYO**  
**PRODUCT**  
**REPRESENTATIVE –**  
**HORTICULTURE**

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 profileproducts.com  
 614-813-2355



**“I love being out in the greenhouse, and I really look forward to working side by side with growers large and small to make this exciting new substrate a part of their program!”**

Gladys strengthens the HydraFiber team by interacting directly with our grower customers in all facets of producing in HydraFiber. Before joining us, she worked for some of the largest growers in the United States across a variety of crop types and offers a broad and valuable knowledge of the horticulture industry.



**REID SMITH**  
**RESEARCH ASSOCIATE**  
**– HORTICULTURE**



**“My focus is getting HydraFiber blends made and out to you for trialing...what’s important to you is important to me: on-time delivery, consistency, accuracy.”**

Reid provides support to the Profile Products Research & Development team, with his primary focus on HydraFiber and the Horticulture division. Before joining our team, he gathered lots of know-how working in R&D, trialing and production for some of our industry’s biggest members.



**JAIME YOUNG**  
**RESEARCH ASSOCIATE**  
**– HORTICULTURE**



**“I’m very much at home in the Profile greenhouses and labs. In the past ten years, I’ve gained extensive experience carrying out protocol requirements, comprehensive data collection and evaluation...all key ingredients to running successful greenhouse trials and lab analysis work.”**

Jaime arrived at Profile with a decade of hands-on knowledge in the green industry and ag research. Today she manages our trialing greenhouses in Conover, NC, setting up and reading the data on our horticulture and agronomic trials. Jaime also plays an important part in the lab work related to physical and chemical analysis of soil and soilless substrates.

HYDRAFIBER  
EVOLUTION  
GROWS

Growers coast to coast continue to switch to HydraFiber...eliminating perlite and reducing other raw materials... all with minimal changes to their production practices. You met six in our last issue. Here are just a few more:

**GREEN CIRCLE GROWERS**

**OLSON’S GREENHOUSE**

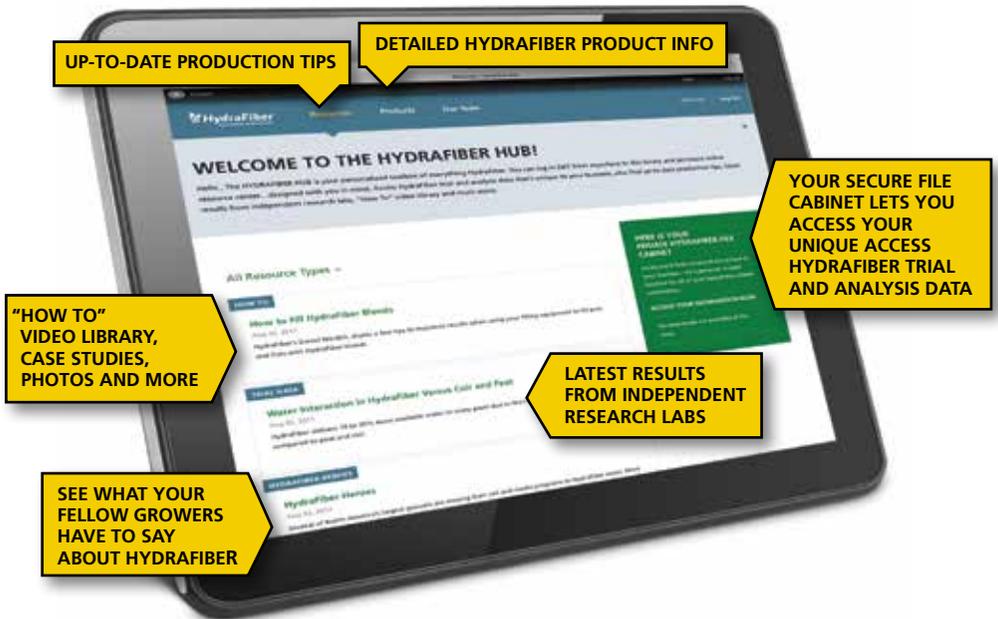
**ROCKWELL FARMS**

**SMITH GARDENS**

**WENKE / SUNBELT GREENHOUSES**

# Online HUB is filled with everything HydraFiber

LOG ON TO THIS PERSONALIZED, TIMELY AND PERTINENT ONLINE INFO SOURCE ANYWHERE, ANYTIME...IT'S QUICK, IT'S EASY, AND IT'S DESIGNED WITH YOU IN MIND.



## JOIN THE EVOLUTION...SIGN UP FOR THE HYDRAFIBER HUB!

Contact Jennifer at 630-386-5926 for your password and log-in tips, and to schedule your complimentary 15-minute HydraFiber HUB Power Session. It may be the best ¼ hour you spend on your business this year!

## READY TO JOIN OUR FAMILY?

### SOIL ANALYSIS

Let us help you take the first step to finding the right solution for your media program. Call us at 800-508-8681 to schedule a soil analysis.

### START YOUR HYDRAFIBER TRIAL

See proven results for yourself and jumpstart your next growing season. Call 800-508-8681 today to discuss trial materials specific to your business.

### NOT BLENDING YOUR OWN SOILS?

Let us connect you with one of our HydraFiber pre-mix partners: Berger, Gro-Bark, Oldcastle or Ball Seed.



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## Get back into the driver's seat on your media program!

- HydraFiber is turning growing upside down – it's the **ONLY** consistent and managed growing mix component that's **domestic, reliable and readily available.**
- > 10 to 35% more available water to every plant due to the higher surface area of our fibers
  - > Better air space and improved root zone development from the 98% porous material
  - > Expedited shipping available for all standard HydraFiber formulations
  - > Locked-in contract pricing available
  - > Arrives unfrozen and ready to use

WWW.HYDRAFIBER.COM

“

HydraFiber is by far the most innovative commercially produced soil amending product to hit the industry in a long time.”

**CHUCK ZALA**  
DIRECTOR OF  
GLOBAL SOURCING,  
COSTA FARMS

“

I like the root system I get from HydraFiber due to the high porosity in the mix.”

**MARC VERDEL**  
HEAD GROWER,  
BATTLEFIELD FARMS, INC.

“

In the past, our sell-through on moss baskets was poor, mostly due to the fact that they would just dry out at retail. Switching to HydraFiber blend for the Spring 2017 season, we saw an improvement in our sell-through on moss baskets by over 50%, mostly because they looked nicer at retail longer.”

**PATRICK HERZING**  
GENERAL MANAGER,  
MICHAEL'S GREENHOUSE