

# MAGNIMOIST™

A DROP OF WATER IS A TERRIBLE THING TO WASTE

## THE LOGIC OF MAGNIMOIST™

Soil Hydration = More Colorful Blooms

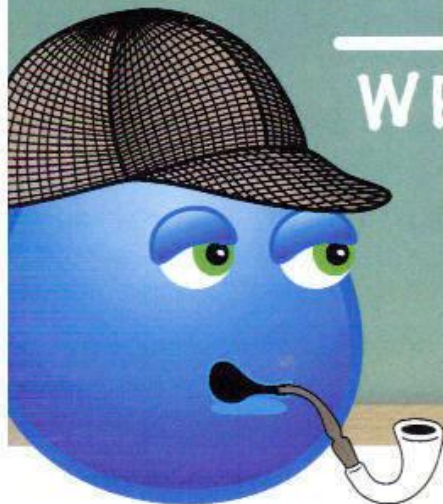
MagniMoist = Soil Hydration

therefore

MagniMoist = More Colorful Blooms

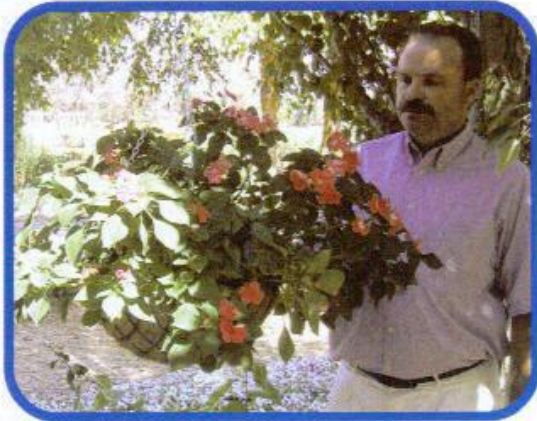


### WE CAN PROVE IT!



"It's elementary,  
my dear Waterson!"

## EXHIBIT A: EXPERT WITNESS



ORDINARY COCO FIBER LINER



SUPERIOR MAGNIMOIST LINER

Dr. Neil Anderson (pictured above) of the University of Minnesota Horticultural Science Department conducted a side-by-side comparison: MagniMoist vs coco fiber liners. These photographs from the trial gardens prove that MagniMoist produces bigger and more colorful blooms! The added soil moisture favors showy water-loving plants like petunias and keeps the accent plants from taking over.

## EXHIBIT B: SCIENTIFIC EXPERIMENTS

## EXHIBIT C: BLOSSOM FORENSICS



The University of Minnesota also trialed MagniMoist Planter Inserts in a plastic planter (at right) against an integrated reservoir system (at left). The evidence is indisputable: with the MagniMoist liner, the feature plant explodes with color!

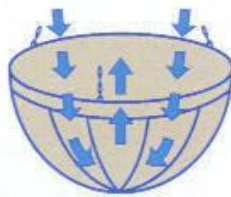


Close-up photography was taken of two heat-stressed containers. Take a look at how robust the MagniMoist blooms are (at right) in comparison to those that are lacking the MagniMoist advantage (at left). The difference is staggering!

## THE SCIENCE BEHIND MAGNIMOIST'S MORE COLORFUL BLOOMS IS...

Water! Soil hydration is the number one factor in container plant performance, ahead of lighting and plant food. MagniMoist's smart fibers are a patent-pending formulation of all-natural Kenaf plant fibers and a 100 % recycled binder.

Placed below potting soil in all types of containers, MagniMoist's fibers deflect water back up into the dry soil above during watering. When the soil is fully saturated, the fibers become porous, releasing only the excess water. The result: a perfectly-hydrated plant each time you water!



This window box lined with MagniMoist was on display in downtown Northfield, MN - with flowers thriving in 90 degree heat! The second-year reuse of this liner shows that its fibers are durable and long-lasting.

## INVESTIGATE THE BENEFITS OF MAGNIMOIST™

- ◆ Proven to dramatically improve color and health of plants
- ◆ Makes watering easier and faster by reducing waste
- ◆ Balances growth between feature and accent plants
- ◆ Better nutrient availability to plants
- ◆ Soft fiber is easy to cut/shape - perfect for topiaries
- ◆ U.S. grown/manufactured to strict horticultural standards
- ◆ Ideal alternative for customers who are frustrated by the "coco-fiber-drying" effect

