

RLF LAUNCHES FOUR NEW SPECIALTY PRODUCTS INTO CHINA

Introduced at the prestigious China Plant Protection Fair

by Echo Dong, Marketing Officer

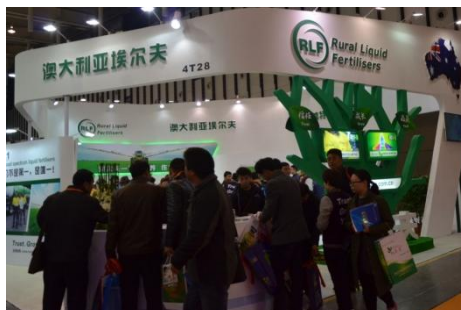


The 32nd China Plant Protection Information Exchange Conference and Pesticide Machinery Fair, held in Nanjing, Jiangsu Province from 25th – 26th November 2016 was the ideal event to launch several new specialty products.

This was a grand occasion with plant protection exhibitors from over 30 provinces and cities. Amongst the exhibitors were specialised prevention and control organisations, crop nutrition specialists, pesticide and machinery manufacturing enterprises, distributors, and Big Farmers. More than 1,000 enterprises were represented and 180,000 visitors, all interested in agricultural practices and processes, were present at the conference.



Rural Liquid Fertilisers (RLF) was an extremely popular exhibitor at the Information Exchange Conference and Machinery Fair.



The RLF booth and products

As a global leader in liquid fertilisers, RLF established its display at the Fair with many different products on display for participants and visitors to see and evaluate. These products were :



BSN Superstrike



Potassium Plus
Calcium Plus
Boron Plus



Plant Milk-High N
Plant Milk-High K
Dynamo-High N
Dynamo-High P
Dynamo-High K



Fruits + Veggies Plus



Rapid Zinc

The Managing Director of RLF Mr Ken Hancock and the General Manager, RLF China Dr Mike Lu both attended the meeting, such was its importance.

RLF's display booth was both functional and impressive and the high-performance specialty products made a deep impression on visitors. RLF attracted the attention of a number of important enterprises who have stated their intention for further discussions of cooperation. This Information Exchange Conference and Fair was the ideal event at which to broaden RLF's relationships with the agricultural sector in China.

The RLF staff team all worked enthusiastically during the Fair and gave detailed introductions and explanations as to the benefits of the wide range of specialty products. It was very satisfying indeed to receive the number of enquires and appreciative comments from many consultants.



The RLF new products launch



Four new products were then unveiled and these were :

- Power Fly **Broadacre Plus** (for drones)
- Plasma Power
- Power PK fertilizer
- Power MG fertiliser



1. **Power Fly Broadacre Plus (for drones)** is a specialty product developed especially for the aerial spraying of field crops of all types by the agricultural airplane (drone technology). It has the features sought by farmers and growers of delivering 12 essential nutrients with a high degree of safety, comprehensive nutrition, fast absorption, good settlement and improved efficiency.



2. **Plasma Power** is a specialty product formulated and based on plant nutrient removal science. It improves both quality and value of the plant as it significantly increases crop yield, improves crop quality with added nutritional value as a result.





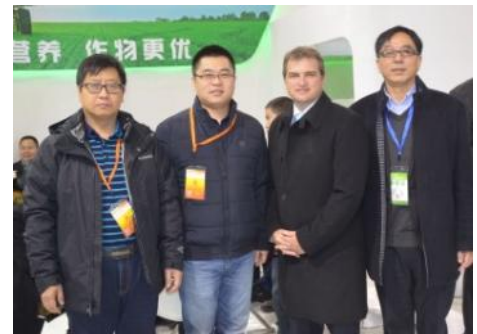
3. **Power PK Fertiliser** is a specialty product rich in highly concentrated potassium with neutral pH which makes it compatible with many other agricultural chemicals and other biological factors. This specialty product is supported with high levels of phosphorus. It therefore supplies highly effective nutrition, promotes the growth of root and flower and decreases the incidence of flower and fruit drop.



4. **Power MG Fertiliser** is a specialty product high in magnesium that balances the nutrient element needs of the plant, via the leaf, to improve the growth and strength of the root system. This ensures a great range of benefits for the crop that are reflected in healthy produce outcomes.



Many enterprises were interested in the new specialty products and RLF has agreed to enter into purchasing arrangements with several.



The RLF staff is introducing the RLF product to the customers and taking photos with the potential customers.

Conclusion

The Plant Protection Information Exchange Conference came to an end after two very successful days for RLF. The staff team all came away with the feeling that the era of Specialty Fertilisers has arrived !



The Dedicated RLF Staff Team

RLF is committed to a program of continuous improvement that keeps pace with a fiercely competitive market environment. It will address crop production limitations, improve on-farm practices with information, support and an increased range of specialty products that provide high-technology, modern-day solutions for farmers.

The content of this media page was accurate and current at the time that it was written. This media release is provided for interested customers and other parties, and will remain a matter of RLF's historical record. Viewed in this context RLF therefore undertakes no obligation to update either material or content.