

VIVID LIFE SCIENCES ANNOUNCES AGRI-FOS PLUS FUNGICIDE

Company expands turf research

Agri-Fos

Vivid Life Sciences brings the innovative to turf managers with one of the first EPA registered in the USA. Agri-Fos is also available in various concentrations, making it the most concentrated

A new and improved systemic fungicide just hit the turf market. The EPA recently announced the registration of Vivid Life Sciences' Agri-Fos Systemic Fungicide Plus, a highly concentrated active ingredient phosphite fungicide, for use in residential and commercial turf as well as agricultural crops.

"Agri-Fos Systemic Fungicide is the original systemic fungicide," said Josh Krenz, CEO of Vivid Life Sciences. "It was developed by Agrichem, and it was one of the first potassium phosphite products registered in the U.S. The Agri-Fos brand has been used 15 years in the United States and more than 30 years worldwide, on many crops including turf. It is the trusted leader in phosphite products."

Agri-Fos Systemic Fungicide Plus is a new formulation with 15 percent more active ingredient than the original, making it the most concentrated liquid product in the marketplace. Its potassium-based phosphite makes for greater plant uptake. Advanced phosphite formulation techniques enhance systemic activity for complete translocation of the active ingredient throughout the plant. The product will be sold through Vivid Life Sciences, which acquired the rights to all Agrichem products in the USA.

"In turf management, we stress prevention as the best method of control," Krenz said. "Because Agri-Fos Plus is the most concentrated liquid product on



technology of the original systemic fungicide approved potassium phosphate products available as Agri-Fos Plus with more active ingredients in a liquid product on the market.

the market, turf managers and landscapers are going to be saving more money, making fewer passes, using less water and fuel and decreasing environmental waste.”

The fungicide protects warm season and cool season grasses against diseases including Phytophthora, Pythium, Anthracnose Rhizoctonia, downy mildew and powdery mildew.

EXPANDING TURF PRODUCT RESEARCH

Vivid Life Sciences announced in April that it has established an extensive research and development program for turf products in the U.S. This initiative expands upon the company’s robust agricultural

research efforts at more than 10 locations across the country.

“We are leveraging years of expertise in turf from our Agri-Fos brand products and our knowledge of the golf and sports turf industry to help us bring innovative products to those industries,” Krenz said.

The turf research program further defines and advances Vivid Life Science’s turf product platforms including biostimulants, micronutrients, macronutrients and fertilizer optimization.

Like the company’s agricultural research network, Vivid Life Sciences’ turf research includes a network of partners from various geographies across the U.S.

“Our extended turf research network includes key partners from the West Coast through the Midwest and to the eastern U.S.,” Krenz said. “We are testing new technologies that have been used in agricultural crops and in turf in other parts of the world.”

Vivid Life Sciences plan to launch several new turf products for the 2017 season.

To learn more about Agri-Fos Systemic Fungicide Plus, visit www.vividlifesci.expert/products. 