



DORMEX® NEWS RELEASE

All US markets

Registered crops:

Apples, blackberries, blueberries, cherries, grapes, kiwis, peaches and nectarines.

Frequent Rainfall Predicted? The Forecast Calls for Dormex®

Fueled by the strongest El Nino on record, rains are coming in waves across the country. Given the unusual weather pattern, growers are more concerned than ever about proper application timing to get the best results from their plant growth regulator (PGR). They want to know how soon it can rain after application and still achieve product performance using Dormex®

Research shows that Dormex is rainfast within as little as 4 hours.

Knowing this will help farmers and applicators manage treatments and will provide peace of mind regarding product effectiveness. Dormex works best when applied 30 days before budbreak. California and other production areas contain a myriad of microclimates, meaning budbreak can vary greatly between locations. Knowing that Dormex has a 4-hour rainfast feature assists growers in getting every field treated.

Steve Krask, President of Dormex Company LLC understands these concerns. Krask explains, "We are confident Dormex can perform when it is rainfree for as little as 4 hours after application, because it rapidly penetrates the plant tissue and produces results. We hope that growers armed with this information can better plan their applications and proceed with confidence."