

42PHI[®] PLATINUM WITH CELLBURST

Nutrition

Biostimulant



Timing:
Foliar



Nutrient Type:
Macronutrients,
Micronutrients



Formulation:
Liquid



INCREASE
FLOWERING AND
POLLINATION

KEY NUTRIENTS
FOR PEAK DEMAND
PERIOD

INCREASED
SEED SET

Through the collaborative efforts of the agronomy teams at ATP and Richardson Pioneer, a new proprietary plant nutrient product has been developed. 42PHI Platinum with Cellburst is a convenient multi-crop formulation that delivers the essential nutrients to the crop at the reproductive stage (fungicide timing).

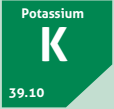







POWERED BY CELLBURST TECHNOLOGY

- Increases abiotic stress tolerance
- Improves pollination and fruit set by increasing pollen tube development
- Helps improve nutrient uptake and utilization by the plant

42PHI Platinum is a novel macro and micronutrient formulation with a biostimulant to meet the late season nutritional demands of the crop. Designed specifically for application at fungicide timing (the reproductive stage), 42PHI Platinum provides the essential nutrients at this peak demand period to increase flowering and pollination while protecting against abiotic threats. 42PHI Platinum is Stage 3 in the System of Chemtrition. When 42PHI Platinum is added with the fungicide, the following occurs:

- Aids in plant health and synergy with agrichemistry
- Provides essential nutrients at peak demand period to increase flowering and pollination
- Protects the crop's established yield potential
- Improves overall plant health to help overcome environment and biological stresses

42PHI Platinum is a novel formulation consisting of a robust macronutrient package, with also high concentrations of Zinc, Boron, and Manganese. 42PHI Platinum was formulated to focus on the essential nutrients that have most commonly tested low with Richardson's customers. The table below summarizes the role of each of these nutrients in the plant:

Nutrient	Role of Nutrient	Visual Example	Nutrient	Role of Nutrient	Visual Example
 Potassium K 39.10	Involved in the formation and translocation of sugars, proteins, starch, and plant growth hormones.		 Manganese Mn 54.94	Vital role in photosynthesis and chlorophyll synthesis, activates several enzymes and nitrate assimilation in the plant	
 Zinc Zn 65.39	Critical for hormone production, root development and protein synthesis		 Boron B 10.81	Essential for pollination, cell wall and seed formation; carbohydrate production and sugar movement	

42PHI Platinum's formulation is

to meet your late season nutrition demands.



Richardson's Agronomy Team notes, "A plants requirements for nutrition increases exponentially during the reproductive phase. When a plant lacks some of the nutrients that are not mobile within the plant such as Boron and Zinc, pollination and seed set can be inhibited which will rob the crop of yield. 42PHI Platinum was designed specifically to help overcome these barriers, while complementing a well balanced soil program."

- 42PHI can be combined with a fungicide application.
- Ensure water volume (min. 10 gal/ac) is used for optimum coverage and effectiveness.
- 42PHI can be combined with either the NRG™ or Kinetic™ product line by ATP, if it has been determined that additional nutrients are required.
- To view the 42PHI SDS and product label, as well as read more information on product compatibility please visit www.atpag.com.

Product	Analysis	Rate (L/ac)	Timing
Platinum	0-0-15-1.0Zn-1.0B-1.0Mn-0.002Mo + Cellburst	1.0	Foliar
Cereal	0-16-20 - 0.3Zn + Cellburst	1.0	Foliar
Canola	2-0-15-1.5B + Cellburst	1.0	Foliar
Rhizo	0-26-4-5Zn-2Mn + Cellburst	1.0	Foliar



Implement the System of Chemtrition in your crop planning and ATP will guarantee a minimum yield increase equal in value to the input cost of the program.

To register and to review program details, please go to www.atpag.com

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