

# EXECUTIVE SUMMARY

## HM-1804

### PRODUCT CONCEPT

- HM-1804 is a revolutionary air-seeder-ready product formulated with the same 70% active ingredient as in Hydra-Hume DG Coated.
- HM-1804 is a low-dust prill with a uniform shape, superior sheer strength and high fertilizer compatibility, making it a perfect companion for the air seeder market.
- Designed for in-season application with dry fertilizer, HM-1804 releases low molecular fulvic molecules faster than all other dry humic products on the market.

### FORMULATION

- **HM-1804 utilizes the same 70% active ingredient as Hydra-Hume DG Coated. The low dust prill is formulated to have a consistent size and uniform shape, superior hardness, and high fertilizer compatibility.**
- **HM-1804 is manufactured with a patented process using the same Hydra-Hume ore we have sold for over 15 years, and contains no by-products like lignosulfonates.**

### POSITION

- HM-1804 is an easy-to-handle, highly compatible, low-dust prill composed of the same rich humic acids found in Hydra-Hume DG Coated.
- HM-1804 is designed for use with dry fertilizer blends to provide proven plant and soil amending benefits.
- HM-1804 helps improve soil health/quality (soil pH, electrical conductivity (EC), organic matter and increasing microbial population), while increasing fertilizer efficiency, nitrogen use efficiency (NUE) and influencing crop growth.

### FEATURES

- Low dust prill
- High sheer strength
- Faster fulvic release
- Uniform shape and sizing
- Proven 70% active ingredient

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*People...Products...Knowledge..*

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### PHYSICAL PROPERTIES

- Uniform black prills
- SGN 240-260
- Bulk density 47 lbs/ft<sup>3</sup>
- Attrition <2%
- Particle hardness: 1.2-1.4 kg force

### TALKING POINTS

- Low-dust prill manufactured with a patented process using the same proven 70% Hydra-Hume active ingredient that we have sold for over 15 years
- Increased yield
- Proven plant and soil amending benefits
- Easy to handle
- Uniform shape
- High shear strength
- High fertilizer compatibility and blendability
- Fit for applications in the growing air seeder market
- Fits strip till and banded fertilizer applications
- One season active ingredient release
- Faster fulvic release
- Improved fertilizer compatibility with urea
- Attractive physical appearance



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