

GROWERTALKS

GT in Brief

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Fine Americas Introduces Collate PGR

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Fine Americas, Inc. announced the U.S. introduction of its new Collate plant growth regulator for greenhouse ornamentals. Featuring the active ingredient ethephon, Collate can be used to increase lateral branching, delay flowering and inhibit internode elongation in a wide range of ornamental crops. Available in 4 X 1-gal. containers, Collate is manufactured under strict ISO-9001:2008 quality-control standards.

“We’re excited about the addition of Collate to our growing line of ornamental plant growth regulators,” said Greg Johnson, president of Fine Americas. “Collate offers all the proven benefits of ethephon in a concentrated liquid formulation containing two pounds of active ingredient per gallon. We believe it’s the perfect complement to our other floriculture PGRs.”

Kevin Forney, technical services manager for Fine Americas, noted that Collate offers key benefits in a number of ornamental crops.

“It can be used to increase lateral branching in many popular ornamental varieties, including azaleas, chrysanthemums, geraniums, lantana, petunias and verbenas. Plus, it’s ideal for controlling plant height and stem topple in daffodils and hyacinth. It also should be noted that ethephon, the active ingredient in Collate, has been a staple of ornamental production for years, so most growers are familiar with how to use it judiciously in their PGR programs.”

Growers wanting to learn more about Collate should visit www.fine-americas.com. **GT**