

GROWERTALKS

GT in Brief

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Profile Gains Access to Coir

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Profile Products, the maker of HydraFiber, has expanded its line of potting media raw materials with the acquisition of Nivetha Exporters, a leading international producer of coco coir products. The transaction includes all Nivetha product lines, as well as the company's facilities in Southern India. As part of the acquisition, Nivetha has been renamed to CoirSci.

The acquisition augments Profile's raw material selection that now includes peat, coir and HydraFiber engineered fiber solutions, as well as controlled release fertilizer products.

"This acquisition is the next step in our evolution to round out our strong portfolio of offerings and ensure our customers can easily and readily find the substrate solution they need for their horticultural operations, all from one manufacturer," said Jim Tanner, CEO of Profile Products. "Nivetha has a strong industry reputation as a reliable coco coir supplier, and we are excited to work with their innovative team to deliver on that consistency for our grower and blender customers."

Nivetha joins Profile's extensive global portfolio, which includes technologies for erosion control, horticulture, sports field conditioning, and golf course construction and maintenance. **GT**