

GROWERTALKS

GT in Brief

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HydraFiber Receives UL Solutions Certification

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Profile Products has received the Recycled Content Environmental Claim Validation (ECV) from UL Solutions, a global leader in applied safety science, for its HydraFiber advanced substrate. The validation, based on UL 2809 Environmental Claim Validation Procedure (ECVP) for Recycled Content, demonstrates that HydraFiber is a responsibly made, sustainable growing media substrate.

HydraFiber is a patented, engineered fiber substrate manufactured with recycled Southern yellow pine wood chips. It's designed to improve consistency, porosity and water availability for plants.

The ECV process from UL Solutions is a widely recognized program that uses rigorous scientific analysis to determine the accuracy of manufacturers' sustainability claims. Upon review process completion, Profile earned validation for nine HydraFiber SKUs, including its family of HydraFiber Ultra products, HydraFiber EZ Blend and the HydraFiber Natural line. All products are eligible for yearly review and renewal.

"ECV certification is additional confirmation of our commitment to improve the industry and the environment," said Wes Martin, vice president of horticulture/lawn & garden at Profile Products. "We're proud to recycle what would otherwise be waste by-products by turning it into an advanced substrate for growing plants." **GT**