



Know the Facts About Nulex[®] Liquid Zinc

Controversy Surrounds Zinc Manufacturing

Like it or not, the media has gain provoked public outcry at the expense of agri-business. This time, the issue is the use of industrial by-products in the manufacturing of fertilizers, and whether the heavy metals from the original by-products remain, after processing, in sufficient levels to pollute land, crops and livestock.

“Hazardous wastes are being turned into fertilizers and spread over fields,” and “fertilizers are poisoning livestock and contaminating crops” are typical comments. An NBC Nightly News reporter stated that “manufacturers routinely and legally add dangerous metals as a form of recycling” insinuating that toxic and radioactive heavy metals have made farming a hazardous occupation.

Industry experts feel these reports distort truth the amounts of heavy metal content involved and their impact on the environment. They agree, however, that more research is needed.

Nulex is Environmentally Safe

The media will continue to create sensational stories, legitimate or otherwise, that will generate questions among your customers and you need to know the facts about the products you sell.

As the manufacturer of Nulex Liquid Zinc, we are concerned about this controversy, and want to provide you with the facts necessary to assure your customers that Nulex is an environmentally friendly product. We GUARANTEE that NULEX is a pure, 100% water-soluble liquid micronutrient that contains virtually NO heavy metals. Your employees will not be exposed to hazardous dust and farmers can know that their land, crops and livestock will be free of heavy metal contamination.

Nutra-Flo has prepared a written report that includes complete product specifications, a process flow diagram, corrosive test summary and an independent lab analysis of Nulex Liquid Zinc. A copy of this report is available upon request, Call 800 831-4815 and ask for the Nulex Environmental and Product Quality Report.

Nulex is the Best Value

Besides the environmental issue brought up by the media, we are equally concerned with misleading marketing tactics by chelate and dry zinc manufacturers when discussing water solubility, plant availability, economics and performance. When comparing zinc sources remember that “efficiency ratios” have nothing to do with the amount of zinc a plant needs to maintain productivity.

Efficiency ratios refer to how well zinc is absorbed by the plant. Whereas, the amount of zinc a crop needs to maintain productivity is based on the biological requirements of the plant. Chelate manufacturers boast of high deficiency ratios, or better plant uptake, but at their recommended application rates the amount of zinc in the soil falls far below maintenance levels. By recommending lower rates based on advertised high efficiency ratios, using their expensive product sounds affordable...but does not supply adequate amounts of zinc.

With a much lower cost per pound of zinc, using Nulex makes it cost effective to apply proper levels of zinc for maximum crop production. Pound-for-pound Nulex Liquid Zinc performs as good, or better, than chelated zinc sources. In the adjacent chart, university research indicates zinc uptake of Nulex in corn is slightly better than EDTA chelates. Unlike chelated zinc, Nulex will not leach in light soils.

Many dry zinc products contain high levels of heavy metals and have very low water solubility. These products are harmful to the environment and are ineffective as a source of plant food since little zinc is absorbed by the plant.

Nulex is a very economical and environmentally friendly product. It is 100% water-soluble which allows for maximum plant uptake and contains virtually no lead or cadmium. Fertilizer dollars are maximized and fields are not polluted with harmful compounds.

Zinc Uptake in Corn

