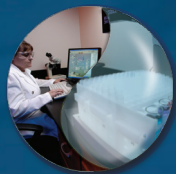




# NULEX SUPPORT

In addition to quality liquid zinc products, Nulex offers dealer support second-to-none.

When you become a Nulex dealer you will be welcomed by a dedicated production and engineering crew, skilled lab technicians, expert sales team, courteous office staff, knowledgeable traffic controllers and a creative advertising group, all dedicated to the success of your business and the productivity of your grower customers.



### PROMPT DELIVERY

Nulex maintains a high-volume inventory of all zinc liquids for fast delivery by truck or rail to any location in the continental United States.



### TECHNICAL SUPPORT

Our expert sales team can answer all your liquid zinc questions and supply you with research bulletins and technical papers on the proper use of Nulex Liquid Zinc Products.



### ADVERTISING SUPPORT

Nulex, Inc. staffs a full-time in-house advertising department and print shop. The department generates in-store advertising items and signage, as well as direct mail and print ad promotions to create awareness of Nulex Zinc Products. All services of the Nulex advertising department are available to dealers at no charge.



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RETURN SERVICE REQUESTED

**Nulex, Inc.**  
1919 Grand Avenue  
Sioux City, IA 51106-5708



## LIQUID ZINC PRODUCTS



- 10% Liquid Zinc Complex
- 15% Liquid Zinc Complex
- 20% Liquid Zinc Complex
- Chelate 10XL
- EDTA Chelate 6
- EDTA Chelate 9
- Root Growth Stimulator



# YOUR CUSTOMERS NEED ZINC

## ZINC...THE MOST IMPORTANT

**MICRONUTRIENT.** Plants need only small amounts of zinc, yet this essential nutrient is no less important than N-P-K.

### Zinc is essential for:

- protein synthesis
- seed/grain formation
- plant maturity
- growth regulation
- formation of enzyme systems

## HOW DO PLANTS DEVELOP ZINC DEFICIENCY?

The most frequent cause is zinc deficient soil. Growers are encouraged to have their soil tested for zinc. If testing shows a deficiency, soil should be recharged with an application of Nulex Liquid Zinc. A maintenance level of Nulex should then be applied every time the grower applies fertilizer.

### Here is where to expect zinc deficient soil:

- heavily cropped fields
- sandy soil
- high and low pH soil
- newly leveled or terraced fields
- cold and wet soil

**SYMPTOMS OF ZINC DEFICIENCY.** Young corn seedlings are most likely to display visual signs of severe zinc deficiency:

- white areas between veins of older, lower leaves
- death of tissue in discolored areas
- shortening of stem and stalk internodes
- early loss of foliage

However, more mature plants can develop a "hidden hunger" for zinc without showing any obvious signs of stress - the result - lower yields!



In addition to zinc deficiency in the soil, research has shown that heavy applications of phosphorus without zinc can depress zinc uptake by the plant. This phosphorus/zinc imbalance can reduce yields substantially.

Applying a "complete" fertilizer program that includes a Nulex Liquid Zinc Product will ensure a strong chain of nutrients necessary for maximum yields.

Zinc-deficient soil costs money - yields and profits go down, costs per bushel go up and valuable fertilizer is wasted.

Fortunately, zinc deficiency can be easily prevented by adding a Nulex Liquid Zinc Product to fertility programs.

**NULEX IS AN ECONOMICAL CHOICE.** Since the cost per unit of zinc in Nulex is low, it is economical to apply the recommended levels of zinc for maximum yields. Pound-for-pound Nulex performs as good as, or better than, higher-priced forms of liquid zinc. Research has proven that Nulex is at least 4-times more effective than dry zinc.

**EASY TO HANDLE.** Nulex Liquid Zinc is a clear liquid product designed to blend directly into liquid fertilizers, suspensions and center pivot irrigation systems. Nulex is environmentally safe - it contains virtually no heavy metals and will not leach into ground water.

Nulex Liquid Zinc keeps the nutrient chain strong. This enables nitrogen, phosphorus, potassium and sulfur to do a better job of feeding nutrient-hungry plants. Nulex is key to higher yields and profits.

## NULEX LIQUID ZINC PRODUCTS

### LIQUID ZINC COMPLEX 10, 15 & 20%

The industry's highest concentrated liquid complex zinc source. Mixes easily with most liquid fertilizers and is the most cost effective zinc source when applied in the root zone with a liquid starter at planting time.

### ZINC CHELATE 10XL

An economical source of high quality chelated zinc that blends easily with traditional fertilizers.

### EDTA CHELATE 6 & 9

Fully chelated liquid zinc sources made from a proprietary chemical process. The zinc metal is 100% chelated with EDTA, the industry standard for high-strength chelation. They can be blended with liquid fertilizer, foliar applied or injected with irrigation water to correct and/or prevent zinc deficiencies in crops.

Nulex Chelate 6 and Chelate 9 are the most economical, fully-chelated liquid zinc products on the market. They offer growers all the benefits of other EDTA chelated zinc products at a lower cost. Compare the value of Chelate 9 and Chelate 6 with the chelated liquid zinc products you are using now.

### RGS®, ROOT GROWTH STIMULATOR

A post-patent zinc ammine acetate, chemically identical to ACA®. RGS is a synergistic formulation of zinc and ammonium acetate that stimulates the plant to generate a greater volume of healthier roots. The result is a plant with more vigor and greater stress tolerance that produces higher yields and higher profits.