

DPH BIOLOGICALS SCALES FIRST-OF-ITS-KIND BIOSTIMULANT IN TURF AND ORNAMENTAL MARKET

RootXCell combines biology and IBA to invigorate plant health and help mitigate abiotic stress

Indianapolis, IN – April 19, 2023 – To help turf and ornamental (T&O) professionals deliver the climate-resilient turf, ornamental plants and trees their customers expect, DPH Biologicals™ announced global distribution of RootXCell™, a unique biostimulant combining living biologicals with a powerful, well-known plant growth hormone.

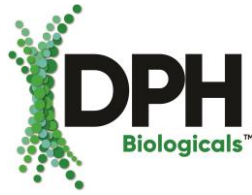
RootXCell technology is powered by Indole-3-butyric acid (IBA), a naturally occurring plant hormone that accelerates root development and nutrient absorption, improving plant stress tolerance. Trusted by southern turf, ornamental and nursery professionals since 2016, DPH Bio is scaling RootXCell as part of its line-up of data-proven and field-verified biologicals developed specifically for commercial greenskeepers, nursery and greenhouse growers.

DPH Bio is a unique ag tech biological scale-up with leading product development and commercial capabilities. The company has a leading biologicals portfolio and attracts, develops and scales new technologies. DPH Bio's product development capabilities and commercial reach allow products such as RootXCell to get to market, ultimately providing more sustainable solutions for the industry. RootXCell is DPH Bio's latest technology adopted by this model and plans are in place to scale this product through new regions, crops and use patterns.

“With RootXCell, T&O professionals have at hand a powerful new tool to combat the increasing climate impacts on turf, trees and gardens by growing stronger, better-established plants,” said Roberto Werneck, DPH Biologicals' Senior Vice President of Turf and Ornamentals. “By adding biology to a familiar face like IBA, DPH Biologicals continues to demonstrate our understanding of the solutions most attractive to T&O professionals around the world.”

Horticulturalists have been using IBA-based synthetics since the 1930s to root stem cuttings and it is the active ingredient in most plant propagation media. But unlike other IBA-derived products, adding living biology with IBA allows RootXCell to build a foundation for root growth, providing the below and above-ground support crucial to plant resiliency to abiotic stress.

Studies have shown that when RootXCell is applied at the soil level or root zone, root mass increases up to 30% in most plant species and up to 50% in hardwood plants and trees. But RootXCell also helps plants survive weather extremes, decreasing mortality rates during drought by 60%. In addition, RootXCell helps plants to capture increased levels of nitrogen, phosphorus, potassium, calcium and magnesium, nutrients critical to healthy plant growth.



In addition to IBA, RootXCell's industry-leading formulation includes:

- *Bacillus amyloliquefaciens* – an aggressive Plant Growth Promoting Rhizobacteria (PGPR).
- Mycorrhizae – a fungi that forms a symbiotic relationship with roots, enhancing nutrient and water uptake.
- Cytokinin – plant hormones supporting cell division and budding.
- B-vitamins – essential contributors to plant photosynthesis and respiration.

RootXCell is 100% water dispersible, shelf stable and easy-to-use.

The product is in-stock and available through a network of T&O distributors and retailers. For more information contact dphbio.com.

About DPH Biologicals

DPH Biologicals aims to become the industry's most trusted biologicals provider. For over three decades, we have delivered value to the row and specialty crop, and turf and ornamental markets. With unique applicability across market segments, our technology platform, built on the SP-1 Classic™ formulation, has been refined across millions of acres to make it the most complete biofertility solution available. We are committed to building upon the DPH Biologicals heritage to help meet the needs of a growing population and address global concerns of climate change, food security and clean water.

For more information, visit dphbio.com

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