

Beat Shrink Before It Starts

Protect Your Shipments With EthylBloc™



Spring shipping is already in full swing across North America. If it's not quite there in your region yet, it isn't far behind.

From tropicals to spring bedding plants to potted orchids and roses, plant shipments are picking up speed. So is the race to deliver high-quality plants to retail shelves.

Being first is an obvious advantage when spring gardeners hit retailers en masse. But it only matters if your plants arrive with their quality fully intact.

Once you've done the work and shipped your best, your toughest competition isn't other growers. It's ethylene exposure along distribution channels — and the plant damage, reduced shelf life, poor retail performance, and shrink that result.

But ethylene damage doesn't have to be the cost of doing business. You can easily and safely protect your plant shipments from ethylene's harmful effects with EthylBloc™ ethylene-action inhibitor.

The Invisible Threat Behind Costly Shrink

You can't avoid ethylene exposure in the floriculture or horticulture business. Plants themselves produce ethylene gas.

So does equipment in the surrounding environment at every link in the supply chain, from greenhouse and warehouse heaters to forklifts, utility vehicles and waiting trucks. It's the invisible threat that's everywhere.

Ethylene gas isn't innately bad. Ethylene naturally supports the most beneficial and beautiful processes in flowers and plants, including flowering, fruiting and ripening. But under unnatural, often harsh shipping and retail conditions, natural processes can become costly problems.

When plants are stressed, as they are during shipping, heightened ethylene production is a natural response. Then greenhouse and transport-related environmental ethylene pile on top of what plants produce.

Suddenly, ethylene's action shifts from beneficial to damaging. Natural plant processes, like flowering and aging, accelerate unnaturally. By the time plants reach their destination, your customers are greeted with ethylene-induced damage already underway. That's hard on plants, profits and customer satisfaction.

Why You Need EthylBloc™:

- Protects plants from ethylene damage during shipping and retail
- Helps prevent up to 30% of shrink related to ethylene exposure
- Safe, EPA-approve, and easy to use
- Supports sustainability with reduced packaging and emissions

Without EthylBloc™ (on the left) • With EthylBloc™ (on the right)

Potted roses



Petunias



Schefflera



Your ethylene problem may be bigger than you think. *According to floriculture industry research on postharvest losses, ethylene gas is responsible for up to 30% of all shrink.* With EthylBloc™, that's up to 30% of shrink within your power to prevent.

How EthylBloc™ Protects Plants Naturally

Unlike many ethylene-blocking products, EthylBloc™ works naturally with plants, not against them. Rather than preventing ethylene production in plants, EthylBloc™ works to inhibit the potentially harmful action of ethylene gas. That's an important difference — one that means **EthylBloc™ safely protects your plants and profits against ethylene gas from plants themselves and external sources.**

The active ingredient in EthylBloc™, known as 1-methylcyclopropene or 1-MCP for short, irreversibly binds plants' ethylene receptors. So even though plants (and nearby machinery) keep producing ethylene, plants are protected against its harmful effects.

In addition, plants continue forming new ethylene receptors, so plants aren't diminished in any way. They're simply protected during crucial times of shipping and retail sales when it matters most. When they finally reach their new homes with consumers, natural processes can continue at natural rates.

Typical Symptoms of Plant Damage Caused by Ethylene Exposure:

- Premature flower aging
- Flower and bud drop
- Leaf yellowing and leaf drop
- Shortened shelf life
- Poor retail sell-through
- Disappointed customers

Smart Protection Without Complexity

With competing ethylene-blocking products — some with hazardous ingredients — ethylene management can be complicated. But choosing EthylBloc™ is as simple as it is smart. As one person put it, EthylBloc™ "gets your plants to where they're going alive." And it does it easily, economically and efficiently.

This spring, **EthylBloc™ is more convenient than ever with 1.25-gram sachets**, a new addition to our 2.5-gram sachets and truck kits. Whatever form is right for you, EthylBloc™ ethylene-action inhibitor is EPA-approved, nontoxic, environmentally friendly, cost-effective, worker-safe, and requires minimal labor for use.

EthylBloc™ also supports sustainability goals. You may also notice EthylBloc™ truck kits have a smaller profile than in the past. Same product, just less plastic! Our redesigned North American EthylBloc™ Truck Kit reduces plastic packaging by more than 10% and cuts freight emissions by 20%.



Ship Smart This Season

This season, let EthylBloc™ help you reduce costly shrink, operate more sustainably, and keep your profits and plant quality intact.

From greenhouse benches to retail shelves, our team is here to help. So reach out today and protect your next shipment.

Contact an OGS Territory Sales Manager to determine the right EthylBloc™ format for you or reach out to our in-house team for technical customer support at +1 (855) 585-4769 or email support@oasisgrower.com.

We're Oasis Grower Solutions. Solving growers' problems is what we do.

EPA Reg. 71297-5-32258 ©2024 EthylBloc™ is a registered trademark of AgroFresh Inc.