

For Immediate Release**Contact**

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Arborjet Debuts NutriRoot™, the Single Solution for Transplant Success

Dramatically Increases Root Development and Reduces Water Stress in Plants, Trees, Shrubs and Lawns

Woburn, MA, April xx, 2014—[Arborjet](http://www.arborjet.com), a company dedicated to developing remedies for the world's most destructive tree insects and diseases, today launches NutriRoot™, a 2-part formula made up of a nutrient pack and water manager in one that can be used at planting or as maintenance to mature trees, shrubs, landscape plants, and turf. NutriRoot promotes root growth, reduces watering, improves transplant success, protects transplants from drought stress and shock, and feeds roots all season long.

Unlike most products currently available on the market that are purely nutrient-based or just a standalone water management product, NutriRoot combines these two elements into one easy and effective treatment. In fact, in field trials root mass was doubled on plants treated with NutriRoot. This enables new and mature plantings to more easily extract water from the air and the soil, reducing the need for watering and results in successful plantings even in drought conditions.

"In keeping with Arborjet's commitment to offering innovative remedies that nurture plants, we are excited to introduce NutriRoot, a unique product designed to enhance root development and reduce watering stress. In particular, this is critical where water is a precious resource," said Russ Davis, President and COO of [Arborjet](http://www.arborjet.com).

NutriRoot is a unique blend of essential minerals, seaweed extract, humates, surfactants and humectants designed to increase root development and reduce water stress in plants, trees, shrubs and lawns. NutriRoot is best used at initial installation to aid in establishing a strong root system for young plantings. It can be applied monthly throughout the growing season, particularly in hot, dry months to alleviate water stress in trees and landscape plants. To help reduce winter stress in northern regions, NutriRoot may be applied in the fall, before the onset of winter and freezing temperatures.

Treatment uses:

- Root Development
- Transplant Success
- Water Stress Management
- Nutrient Deficiencies
- Sandy Soils
- Dry Soil Conditions
- Summer Stress
- Winter Stress

NutriRoot liquid concentrate is available in 8 ounce, 32 ounce (quart) and 128 ounce (gallon) containers, and is designed for use in watering cans, hose-end or hydraulic/pump sprayers, soil injectors and similar equipment.

Please note that NutriRoot is not yet registered for use in all states. Contact your local extension office or Department of Agriculture to verify that NutriRoot is available for use in your area.

Note to editors: Product photos are available upon request.

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About [Arborjet](http://www.arborjet.com)

Founded in 1999, Arborjet's mission is to provide the most effective and environmentally responsible formulations and equipment to promote overall plant health care and to preserve our natural and urban forests. The company is committed to researching and developing remedies for the world's most invasive pest insects and diseases to support arborists and enable them to safely treat near waterways and highly populated areas. Arborjet's products are for both residential and commercial application and are distributed throughout the United States. Arborjet is headquartered in Woburn, MA. To learn more about plant health products provided by Arborjet, visit www.arborjet.com.

NutriRoot™ is a registered trademark of Arborjet, Inc. Visit arborjet.com for information on product availability.