

## **PRESS RELEASE**

**Enkhuizen, 08 February 2011**

### **INCOTEC announces breakthrough with new yield accelerator**

GeniusCoat™ is a well balanced novel blend of specific humic and fulvic acids incorporated in a specially developed film coat formulation for use on cereals. The balanced level of humic substances enhances crop nutrition by influencing the water-retaining capacity of the soil and stimulating root development, which potentially increases yield.

Trials have been completed worldwide at different locations and under varying conditions. In more than 73 trials performed on cereals, an average yield increase of 4.5 % was attained. GeniusCoat™ gives cereal plants a robust root development making the plant better equipped to exploit the natural resources of the soil. This can provide improved vigor, stronger tillering, an increased number of heads per square meter and ultimately higher yields (grains and straw).

The actives are combined in a film coat especially designed by INCOTEC. In this way the actives can be applied to the seed in one simple process and due to the low application rate there is no need for subsequent drying. GeniusCoat™ is a ready to use formulation and application is simple, safe and fast. The result is coated seed which hold the maximum potential to produce a strong and healthy crop, giving growers an excellent tool to increase yield.

GeniusCoat™ Cereals L-431 Bronze is the result of cooperation between TRADECORP and INCOTEC. TRADECORP is well known for the development of special stimulants to benefit growth of plants. INCOTEC is renowned for its highly sophisticated seed coating technology developed for applying actives that protect and stimulate plants after germination.

Bob Legro, Global Research Director of INCOTEC: “GeniusCoat™ is a very innovative new seed treatment that safeguards the crop and increases yield potential. This new product underlines our strategy: we aim to maximize crop yield despite the decreasing global resources available for crop production. This sustainable new solution is a valuable addition to our product portfolio”

GeniusCoat is now available.

*INCOTEC Group, with headquarters in the Netherlands, is worldwide leader in coating and seed technology serving the agronomic, vegetable and flower seed industry worldwide.  
Winner of the Erasmus Innovation Award 2009  
INCOTEC activities are located in the USA, the Netherlands, Spain, Italy, Sweden, Brazil, Japan, India, Australia, China and South Africa.*

For more information or enquiries please contact:

Mariska Wever  
Promotion and Communication Manager  
INCOTEC Group  
Mariska.wever@incotec.com