



HOW TO INCREASE BOTTOM-LINE HORTICULTURE PROFITS USING DISSOLVED OXYGEN

Most plant nursery owners know the importance of oxygen in the root zone of their plants. Oxygen is the key to nutrient uptake. It also can help in the control of certain plant diseases.

What is not well known is that dissolved oxygen can, and should, be placed in the irrigation water via an aerator. Yet, not any aerator will do. Plants want to see the smallest oxygen bubble sizes possible.

There is no shortage of aerators on the market today. Owners can choose from paddle wheels to fine bubble diffusers. The key, though, is finding an aerator that will flood the source water with a fine mist of underwater oxygen bubbles.

Until now, no such aerator existed. Despite the claims of manufacturers, most aeration devices place macro-sized bubbles into the water. Those aerators that boast of fine bubble sizes are usually incapable of circulating the dissolved oxygen within the source water.

All of this has changed. A new aerator has been developed that promises to revolutionize the aeration market. The device comes from Europe and uses the engineering principle of precession as it applies to the rotation of fluids.

This new aerator is called the Toring, and it is causing quite a stir in Europe, Turkey, Israel, and elsewhere around the globe. We at VaraCorp are pleased to have been awarded an exclusive distributorship in the U.S.A. for this device.

We invite you to our website to see this aerator in action. There you will find a complete explanation of how this aerator works, and how it will impact your operations.

Would you like to see an increase in root activity such as more numerous root hairs with an increase in growth and strength? What about a shorter growing time and an improvement in propagation? All of this is possible with the Toring.

The real key, though, is the affect on your company's bottom financial line. With rising costs and a weak economy, many nursery owners are looking for ways to maintain profits. Some benefits of using the Toring are quicker sales, higher saleable percentages, increased sales within stores, and less in-store dumpage.

To learn how you can benefit from the Toring, www.varacorp.com

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