

# Rubus Catalogue

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# Effloro

## Professional Rubus Flower and Fruit Booster

Effloro is a professional grade generative booster designed to maximise fruit size and brix levels in Rubus. In order to realise genetic potential and achieve abundant yields of premium fruit, Rubus crops must receive a surge in Potassium and Phosphorus during periods of extreme generative demand, such as peak flowering and fruit swell. Rubus yield is a function of fruit number and size – by maximising flowering and fruit set, as well as berry swell, a high yield is ensured.



Many growers achieve sufficient flowering but fail to convert a high percentage of their crop into premium sized fruit, thereby inducing a significant yield loss. Effloro helps to improve yield by providing Rubus canes with the required nutrition to maintain premium fruit size during periods of peak generative demand, which without intervention usually results in a meaningful loss of average berry mass.

With superior natural chelation (eXo), optimal uptake is ensured to allow Effloro to drive fruit sugar deposition and premium berry size in Rubus. Effloro is professionally designed to be utilised in substrate and soil cropping systems and to integrate seamlessly into any fertiliser regime.

## Rates and Guidelines:

**Foliar:** During generative stage add Effloro to fresh water @ 2.8mL to 3.8mL per Litre and 5.0-5.8 pH (EC = 0.6-0.8 mS/cm). Apply evenly to the point of runoff.

**Fertigation:** During generative stage add Effloro to fresh water @ 2.5mL to 11.9mL per Litre and 5.2-5.6 pH (EC = 0.5-2.5 mS/cm).

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### Typical Analysis

**Total N 0.42 % w/v**

**NH<sub>4</sub> 0.42% w/v**

**P 2.13% w/v**

**K 5.73% w/v**

**S 0.81% w/v**

**Available in 20L (\$192.50), 200L (\$1,375),  
1000L IBC (\$5,500)**





# Laurus

## Professional 3-Part Vegetative Hydroponic Fertiliser

Laurus is a premium foliar vegetative fertiliser for professional Rubus growers. Formulated with optimised elemental ratios and superior natural chelation (eXo), Laurus is designed to provide an unrivalled uptake efficiency, creating impressive Rubus canopies filled with complex branching and high yield potential.



Laurus maximises cane height and node complexity, drives increased photosynthesis through enlarged leaf area and increased chlorophyll density, while simultaneously promoting prolific root growth. Growers can also expect robust Rubus pest and disease resistance, as well as superior durability against environmental stressors. Laurus optimises internal biology, helping to create ideal growth and increase ease of cropping. Laurus seamlessly integrates into all cropping systems and existing fertiliser regimes and can be fertigated if so desired.

## Rates and Guidelines:

**Foliar:** During vegetative stage add Laurus to fresh water @ 1.35mL to 1.75mL per Litre and 5.0-5.8 pH (EC = 0.6-0.8 mS/cm). Apply evenly to the point of runoff.

**Fertigation:** During vegetative stage add Laurus to fresh water @ 1.1mL to 5.5mL per Litre and 5.2-5.6 pH (EC = 0.5-2.5 mS/cm).

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### Typical Analysis

**Total N 6.51% w/v**

**NH<sub>4</sub> 0.16% w/v**

**NO<sub>3</sub> 6.35% w/v**

**K 6.10% w/v**

**Ca 2.85% w/v**

**Mg 1.64% w/v**

**Available in 20L (\$225.50), 200L (\$1,611.50),  
1000L IBC (\$6,440.50)**