

# CLONEX®

## Exciting News From Growth Technology

### CLONEX® Rooting Gel

is now registered with the EPA and is approved for use on all plants, including food crops, in all 50 states plus Washington DC and Puerto Rico.

Look for the new label with the new name:

### CLONEX® Rooting Gel

The new name "CLONEX® Rooting Gel" replaces the old name "CLONEX® Rooting Compound." There has been no change in the gel itself - only the name has been changed to distinguish between the new EPA Registered Clonex and the older non-registered version.

Because of the EPA registration we are required to include a lot of new information on the label, mostly in the fold-out section. In case your customers ask, this is standard information that is required for all EPA registered products.

The important thing to remember is that there has been no change in the formulation of Clonex. The new product is exactly the same as the old product. We recently initiated a series of laboratory trials to support registrations in Europe and the consistently positive results were amazing. We have enduring confidence in our formulation.



**OVER A BILLION CLONES AND GROWING STRONG!**

Check out our new website at [www.growthtechnology.com](http://www.growthtechnology.com)

# Clonex from the beginning

by Giles Gunstone



Back in the mid-eighties I started a company to propagate and sell exotic plants. We were propagating rare fruiting plants from South America at the time, and we were struggling to get a good success rate. The only rooting hormones available to us were in powder form and while they worked okay with some plants they gave very limited results with the plants we were working with. It was then I conceived the notion of putting the hormone into a gel base because it seemed so much more promising. The available products were based on talcum powder which, as we all know, is a very effective drying agent. It didn't make sense to me to dry out the exposed tissue while the hormones were in contact. I thought the contact period of the hormones should be extended for as long as possible and that suggested an aqueous gel to me. Surely the powders were just washing away as water passed down through the substrate whereas a properly configured gel would stick to the exposed plant tissue.

I bought some pure hormone and enlisted the help of my friend Carl Barry who happened to be a biochemist and who remains with our company to this day. We did a lot of experiments and made quite a few mistakes along the way. Over that long process however our purpose had changed. We had started out to make a better hormone product for our own propagation projects but somewhere along the way we had realised that we had a great product with a huge potential market. We eventually stopped growing plants for a living and concentrated on marketing Clonex.

Our little company has grown since those exciting times and the world has changed in many more important ways. Clonex is still our most iconic product and sales have exceeded the wildest dreams we had back in the early days. We do not sell directly to the public, our only point of contact with the end-user is you the retailer and we thank you most sincerely for all your hard work with our product. We would be nowhere without you.

We now enter a new era with a fully registered – EPA approved – product. This means that we, and you, can sell this product with no concerns about its legality. We will not be taken off the shelf by regulators, as we were in 2003, and we can get on and grow our business together with you our retail partners.

Best wishes

A handwritten signature in black ink that reads "Giles Gunstone". The signature is fluid and cursive, with the first name being particularly prominent.

Giles Gunstone  
CEO Growth Technology Ltd

**Growth Technology**

# CLONEX<sup>®</sup> In The United States

Hydrodynamics International is the exclusive distributor of **CLONEX** throughout North America. Visit our new site at [www.hydrodynamicsintl.com](http://www.hydrodynamicsintl.com) for information regarding **CLONEX**, or any of our other product lines.

**CLONEX** continues to be available directly through HDI and additional distributors including Sunlight Supply, Hydrofarm, BWGS, etc.



Please contact your HDI Sales Representative with questions, or email us at [info@hydrodynamicsintl.com](mailto:info@hydrodynamicsintl.com).



## Advice to retailers

**The new packaging will start to appear during the next few weeks.** Watch out for updated packaging with a distinctive metallic silver stripe. Also watch for the new name – the new product is **CLONEX<sup>®</sup> Rooting Gel**.

The new product has NEW BARCODES. If you are running an EPOS system you will need to enter those codes as separate products. It will be best to enter them in advance.

Scan these new barcodes directly into your EPOS system.

### Stock Rotation


It is very important to sell your current stock **BEFORE** placing the new bottles out there on the shelf. This is just common-sense retailing of course. We will not be able to accept returned goods on the basis that they are the "old design". Sell the older ones first.

**Growth Technology**  
**CLONEX<sup>®</sup>**  
Rooting Gel

Keep Out of Reach of Children  
**CAUTION**  
See Inside Panel for Additional  
Precautionary Statements


ACTIVE INGREDIENT:  
Indole-3-Butyric Acid... 0.31%  
OTHER INGREDIENTS:..... 99.69%  
TOTAL..... 100.00%






EPA Reg. No. 79664-1  
EPA Est. No. 79463-MI-001  
Manufactured in USA for:  
Growth Technology Ltd., Great  
Western Way, Taunton TA2 6BX, UK

  
[www.growthtechnology.com](http://www.growthtechnology.com)

**DIRECTIONS FOR USE**  
It is a violation of Federal law to use this product in a manner inconsistent with its labeling. CLONEX Rooting Gel is used to ensure production on cuttings of plants by supplying essential hormones needed for accelerated development. CLONEX Rooting Gel may be used on all types of cuttings, including woody, herbaceous, and flowering ornamental species, vegetables, fruit trees and small fruits.  
Dip cutting in Clonex Rooting Gel to desired depth. Insert cutting into rooting medium. Mist cutting and place in propagator or a warm, clean, moist and humid environment. Look for root development in 1 to 2 weeks.

Net Contents: 3.4 fl. oz. (100 ml)



Clonex Rooting Gel 0.5 fl. oz. (15 ml) packet	 6 59627 100204 3
Clonex Rooting Gel 3.4 fl. oz. (100 ml)	 6 59627 100202 9
Clonex Rooting Gel 8.5 fl. oz. (250 ml)	 6 59627 100203 6
Clonex Rooting Gel 16 fl. oz. (473 ml)	 6 59627 100207 4
Clonex Rooting Gel 32 fl. oz. (946 ml)	 6 59627 100205 0

# Potential questions from your customers

**Q** Why has Clonex changed?

**A** The actual gel hasn't changed at all but we are now selling a fully registered product in USA. It has been approved by the Environmental Protection Agency and by all 50 states plus DC and PR. It is legally approved for sale throughout the United States.

**Q** Why have you decided to apply an EPA Registration to Clonex?

**A** Well it is not a recent decision – we always wanted to legitimise our product. To be honest an unregistered product is in a very shaky position – especially in certain states like California for example. We were always aware that our position could be overturned and we would be forced off the shelf – after all it happened to us before. A fully registered product is a much better proposition all round as it can be promoted, sold and used in full confidence by all parties.

**Q** Why has the name changed – from Compound to Gel?

**A** The EPA does not, understandably, allow two different products to have the same name. The products are different because one of them is registered and the other is not. Therefore they needed different names.



**Q** Why is there now a peel-out label with so much regulatory text?

**A** As we have said – the EPA tend to lump a lot of horticultural compounds together and classify them all as “pesticides”. Our rooting hormone – IBA – is one of these compounds so we had to register it and treat it as if it were a pesticide. The pesticide classification leads to the large amount of regulatory text and we are obliged to add it to our labels. Clonex of course is no more dangerous than it ever was – which is not at all.

**Q** Why have you brought out another product – Clonex Mist?

**A** Because we have clear experimental evidence from a professional laboratory that Clonex Mist will add significant benefit to the rooting process. More roots and faster roots. Clones that root quickly and without losing growth momentum almost always lead to healthier and more productive plants.



## CLONEX<sup>®</sup> MIST

Natural root stimulator

Clonex<sup>®</sup> Mist has been independently trialled in New Zealand by Dr. Lynette Morgan of Suntec Laboratory.

The development of roots was shown to occur up to **10 days quicker**, with **30% longer** roots and up to **156% more** roots than using water alone to mist your cuttings.

- **Consistent results every time**
- **Fast root generation**
- **Strong healthy plants**



### Summary of trial results:

