



# Beyond 100

100 years young and still making a difference in a big way.

We are beyond excited to reach such a milestone, but even more so to keep shaping tomorrow as one team... the Premier Tech Team.

Bold in moving forward, ingenious in how we make it happen, while remaining ever genuine. Here's to the next one hundred of feeding, protecting, and improving our world.



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# PROMIX<sup>®</sup>

## BRING YOUR GARDEN TO LIFE<sup>™</sup>

PRO-MIX<sup>®</sup> provides commercial growers and consumers with a wide range of value-added products in the field of horticulture. Since 1968, it has influenced its markets and industry with numerous innovations, all materialized through products, processes and work methods that are both unique and recognized. This important anniversary is an opportunity to thank all the customers, partners and team members who

have shared and contributed to the success of Premier Tech's leading brand. It is also an occasion to look back on the beginnings and the major steps that have made PRO-MIX<sup>®</sup> what it is today.

- **Reliability, expertise and commitment**
- **Innovative value-added IGC products**
- **Professional performance**



# GROWING MIXES

## PRO-MIX® Premium Garden Mix

- With MYCOACTIVE® technology
- Ideal for perennials and flowering shrubs
- Suitable for planting outdoor plants and vegetables
- Contains a slow release fertilizer that feeds for up to 9 months
- Formulated with a high peat humus percentage



**COMPONENTS:** Canadian sphagnum peat moss, peat humus, limestone, controlled release fertilizer and mycorrhizae.

CODE	UPC	SIZE	PACKING
1010020RG	0 25849 11120 5	1 cu. ft. – Loose fill	120 units / pallet
1020020RG	0 25849 10720 8	2 cu. ft. – Loose fill	54 units / pallet

## PRO-MIX® Premium All Purpose Mix

- With MYCOACTIVE® technology
- Suitable for all indoor and outdoor planting applications
- Contains a specially formulated starter fertilizer
- Formulated for a wide range of plant species



**COMPONENTS:** Canadian sphagnum peat moss, peat humus, perlite, limestone and mycorrhizae.

CODE	UPC	SIZE	PACKING
1150030RG	0 25849 10730 7	1.5 cu. ft. – Loose fill	92 units / pallet
1020030RG	0 25849 11330 8	2 cu. ft. – Compressed	50 units / pallet

## PRO-MIX® Premium Potting Mix

- With MYCOACTIVE® technology
- Ideal for all seed starting applications
- Suitable for potting and re-potting plants in containers
- Contains a slow release fertilizer that feeds for up to 9 months
- Formulated with a water-saving gel to hold extra water



**COMPONENTS:** Canadian sphagnum peat moss, peat humus, water-absorbent polymer, perlite, limestone, controlled release fertilizer and mycorrhizae.

CODE	UPC	SIZE	PACKING
1008010RGCE	0 25849 10910 3	8 qt. – Loose fill	36 cellos of 6 units / pallet
1016010RGCE	0 25849 11010 9	16 qt. – Loose fill	35 cellos of 6 units / pallet
1010010RG	0 25849 11110 6	1 cu. ft. – Loose fill	120 units / pallet
1020010RG	0 25849 10710 9	2 cu. ft. – Loose fill	54 units / pallet
0305RG	0 25849 00305 0	2 cu. ft. – Compressed	35 units / pallet

# Organic GROWING MIXES

## PRO-MIX® Premium Organic Potting Mix

- With MYCOACTIVE® technology
- Formulated with natural ingredients
- Suitable for all container planting needs
- Contains compost-free organic material and mycorrhizae for plant health



**COMPONENTS:** Canadian sphagnum peat moss, peat humus, coir (coconut fiber), perlite, limestone, organic fertilizer and mycorrhizae



CODE	UPC	SIZE	PACKING
1010011RG	0 25849 11111 3	1 cu. ft. – Loose fill	120 units / pallet

## PRO-MIX® All Purpose Organic Garden Mix

- With MYCOACTIVE® technology
- Formulated with natural ingredients
- Ideal for raised beds and all outdoor planting needs
- Contains compost-free organic material and mycorrhizae for plant health



**COMPONENTS:** Canadian sphagnum peat moss, peat humus, limestone, organic fertilizer and mycorrhizae



CODE	UPC	SIZE	PACKING
1010021RG	0 25849 11121 2	1 cu. ft. – Loose fill	120 units / pallet

## PRO-MIX® Premium Organic Vegetable & Herb Mix

- With MYCOACTIVE® technology
- Formulated with all-natural ingredients
- Contains an organic fertilizer that gradually feeds plants
- Suitable for all vegetable and herb garden needs



**COMPONENTS:** Canadian sphagnum peat moss, peat humus, perlite, gypsum, limestone, organic fertilizer and mycorrhizae.



CODE	UPC	SIZE	PACKING
1010051RG	0 25849 11151 9	1 cu. ft. – Loose fill	120 units / pallet
1020051RG	0 25849 10751 2	2 cu. ft. – Loose fill	54 units / pallet
0205RG	0 25849 00205 3	2 cu. ft. – Compressed	35 units / pallet

## PRO-MIX® Premium Organic Seed Starting Mix

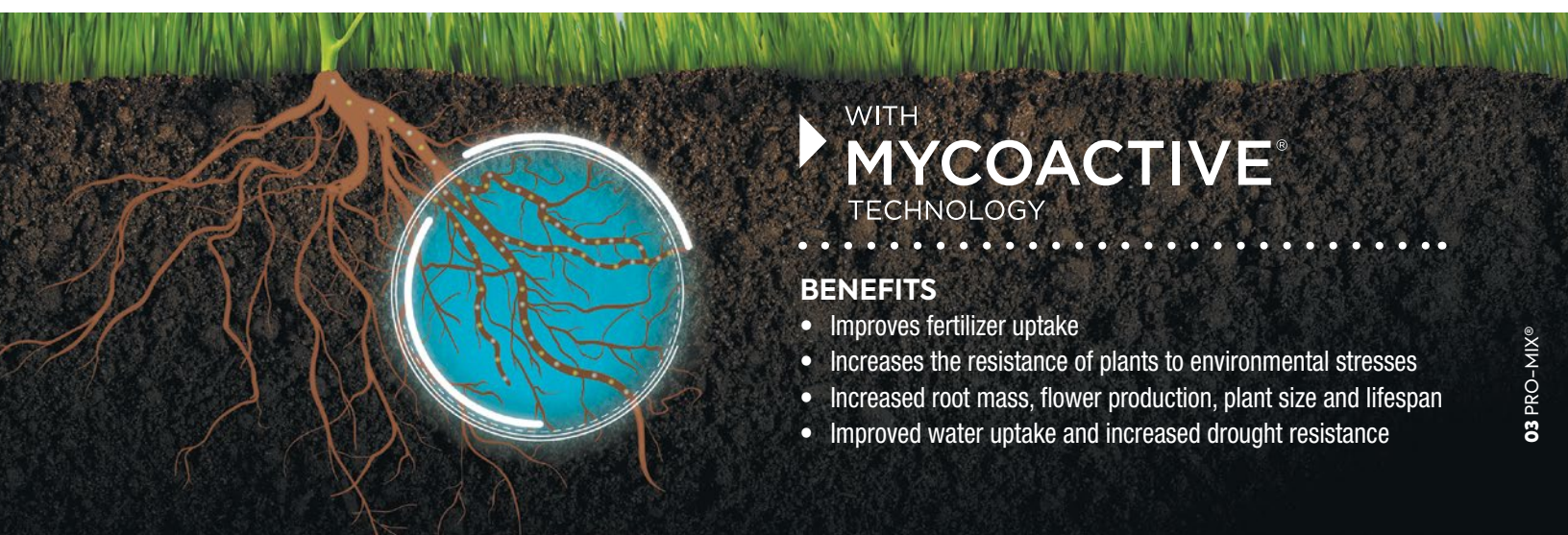
- With MYCOACTIVE® technology
- Ideal for the germination of vegetable, flower and herb seeds, and for starting stems and rooting cuttings
- Contains an organic fertilizer that gradually feeds plants
- Provides easy plant care for improved seedling performance



**COMPONENTS:** Canadian sphagnum peat moss, peat humus, coir fiber, perlite, limestone, organic fertilizer and mycorrhizae.



CODE	UPC	SIZE	PACKING
1016041RGCE	0 25849 11041 3	16 qt. – Loose fill	35 cellos of 6 units / pallet




WITH  
**MYCOACTIVE®**  
TECHNOLOGY

### BENEFITS

- Improves fertilizer uptake
- Increases the resistance of plants to environmental stresses
- Increased root mass, flower production, plant size and lifespan
- Improved water uptake and increased drought resistance



A close-up photograph of a person's hands holding a small plant in a metal pot. The plant has green leaves with prominent red veins. The background is a soft, out-of-focus green. The MYKE logo and tagline are overlaid on the right side of the image.

# MYKE<sup>®</sup>

## NATURALLY POWERFUL

MYKE<sup>®</sup> is a product line providing the ideal environment so passionate gardeners can grow bigger and more vigorous plants. The mycorrhizae contained in these products enter in a symbiosis with your plants to deliver superior growing results! Naturally powerful!

**A mycorrhiza is the symbiotic association of mycorrhizal fungi with plant roots.**

- Increases survival rate
- Ensures abundant flowering
- Reduces watering needs
- Promotes rapid growth
- Improves soil structure and prevents erosion

# GROWTH ENHANCERS

## MYKE® Flower

- Ensures abundant flowering
- Reduces watering needs
- Promotes rapid growth

**+ SEAWEED:** A natural source of micronutrients that ensures abundant flowering.

**USE:** When planting annuals and perennials in pots, flowerbeds and flower boxes.

**MAJOR COMPONENTS:** Natural coarse granular carrier (perlite and peat) and mycorrhizae.

**EXCEPTIONS:** Orchids, rhododendrons, carnations, kochias, alyssums, azaleas and lupines cannot be colonized by the fungus contained in MYKE® FLOWER.



CODE	SIZE	PACKING	TREATS UP TO
6009211NPBX	0.9 US dry qt.	36 units / box	32 plants

## MYKE® Vegetable & Herb

- Ensures abundant vegetable and herb production
- Reduces watering needs
- Promotes rapid growth

**+ CALCIUM:** Better nutritional equilibrium.

**+ POTASSIUM:** Enhances growth.

**+ HUMIC ACIDS:** Stimulate beneficial microbial activity.

**USE:** When transplanting or sowing indoor or outdoor vegetables, fruits or herbs in pots and beds.

**MAJOR COMPONENTS:** Natural fine granular carrier (vermiculite and peat) and mycorrhizae.

**EXCEPTIONS:** Broccoli, cabbage, beet, spinach, radishes, blueberries and cranberries cannot be colonized by the fungus contained in MYKE® VEGETABLE & HERB.



CODE	SIZE	PACKING	TREATS UP TO
6001051NPBX	0.18 US dry qt.	36 units / box	6 plants
6009051NPBX	0.9 US dry qt.	36 units / box	32 plants

## MYKE® Tree & Shrub

- Ensures abundant flowering
- Reduces watering needs
- Promotes rapid growth

**USE:** Every time you plant or transplant a tree, shrub or hedge.

**MAJOR COMPONENTS:** Natural fine granular carrier (perlite and peat) and mycorrhizae (endomycorrhizae and ectomycorrhizae).

**EXCEPTIONS:** Blueberries and rhododendrons cannot be colonized by the fungus contained in MYKE® TREE & SHRUB.



CODE	SIZE	PACKING	TREATS UP TO
6014201NPBX	1.4 US dry qt.	24 units / box	12 plants
6036201NPBX	3.6 US dry qt.	12 units / box	32 plants

MYKE® offers the opportunity to translate a strong market trend into tangible sales. MYKE® VEGETABLE & HERB is offered in an attractive, ready-to-display packaging.



GET

**MYKE®**

**5-YEAR WARRANTY**

ON YOUR PLANT WITH A PURCHASE OF MYKE® TREE & SHRUB



## EXCLUSIVE WARRANTY

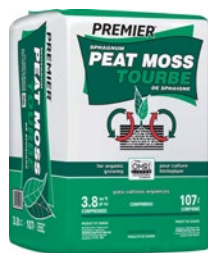
With our free 5-year warranty, customers who purchase a MYKE® Tree & Shrub product along with their tree or shrub can have that tree or shrub replaced at no additional cost should it die within 5 years of the time of purchase. See applicable conditions in the MYKE® Planting Guide or visit [usemyke.com](http://usemyke.com).



# PEAT MOSS

## PREMIER® Peat Moss

- Suited for indoor and outdoor horticultural applications
- Conditions all soils by improving aeration, water drainage and nutrient/water retention
- Used as a soil amendment for gardens and for the preparation and restoration of lawns



**COMPONENT:** Canadian sphagnum peat moss



CODE	UPC	SIZE	PACKING
0262P	0 25849 00262 6	1 cu. ft. – Compressed	100 units / pallet
0128P	0 25849 00128 5	2.2 cu. ft. – Compressed	50 units / pallet
0082P	0 25849 00082 0	3.8 cu. ft. – Compressed	30 units / pallet

## A GLOBAL COMMITMENT TO THE ENVIRONMENT

Premier Tech subscribes to the rational use of natural resources to do its share in terms of sustainable development. In order to minimize the impact of our activities, we comply with the industry's best environmental practices.

- ✓ A North American pioneer in peat bog restoration
- ✓ Dedicated team focused on sustainable peatland management
- ✓ Energy reduction programs in place



# CERTIFICATIONS

## THE HIGHEST QUALITY CANADIAN SPHAGNUM PEAT MOSS

- ✓ A unique approach to peat moss gradation and selection
- ✓ Harvesting techniques for standard weight and quality control
- ✓ Industry leader for consistency and outstanding product uniformity



Premier Tech's peat moss comes from bogs that are certified under the Veriflora – Responsibly Managed Peatlands Program. This certification ensures the application of good management principles in all aspects of sustainable development. The criteria include environmental assessment, social engagement and product quality.



OMRI-listed products are allowed for use in certified organic production by the Organic Material Review Institute.

**FIND IT WITH PRO-MIX® AND MYKE® PRODUCTS.**



# MARKETING SUPPORT

## ATTRACTIVE POP TO BOOST YOUR SALES

Catch your customers' attention with colorful POP promoting the complete line of PRO-MIX® and MYKE® products. Several options are offered to retailers to raise brand awareness.

### PRO-MIX® POP

Eye-catching banners to promote the complete line of products.



### MYKE® POP

Warranty program sign to display directly with plants and generic MYKE® growth enhancers banner and flyer to create visual recognition of products.



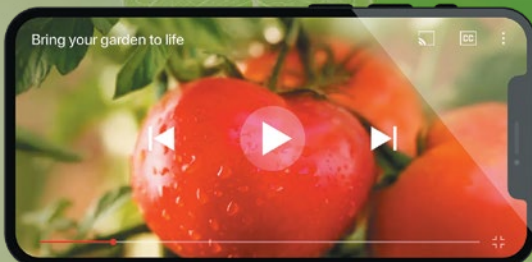


## DIGITAL CAMPAIGN

Engage consumers with how-to videos, tips, project inspiration and appealing content through social media and websites.

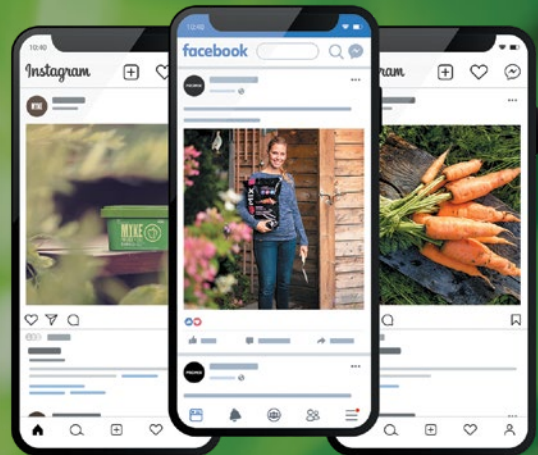
## PRE-ROLLS

30, 15 and 6 second pre-rolls to increase our reach, maximize media performance and drive qualified traffic both on websites and in stores.



## TARGETED ADVERTISING

On social media and Google.



## YOUTUBE

Where consumers can easily find how-to-use videos and promotional content.



## INFLUENCER CAMPAIGN

Increases brand awareness and reach.



**PROMIXGARDENING.COM**  
**USEMYKE.COM**





## PT Growers and Consumers

### World Headquarters

1 avenue Premier  
Campus Premier Tech  
Rivière-du-Loup (Québec)  
G5R 6C1 CANADA

F. 418 862-6642

### Regional Office

200 Kelly Rd Unit E-1  
Quakertown PA 18951  
United States

T. 1 800 525-2553

F. 215 529-1288



**PROMIXGARDENING.COM**  
**USEMYKE.COM**

**services@pthorticulture.com**