



Fine Americas, Inc., Walnut Creek, CA, is a wholly-owned subsidiary of Fine Holdings, Ltd., a UK-based company with over 25 years of experience in the use and development of plant growth regulators.

Fine focuses on the development and marketing of plant growth regulators for fruits, vegetables and ornamental crops. Fine strives to improve plant growth regulator technology to meet the exacting demands of today's growers.

Product quality is of paramount importance to Fine. Strict controls are in place to ensure that all products are of the highest possible quality. Fine was one of the first agricultural companies to achieve ISO9001 accreditation in 1992. ISO (International Organization for Standardization) is the world's largest developer of standards. ISO ensures conformity of products and provides assurance on product quality, safety and reliability.

Fine is committed to helping growers produce top quality crops in line with their customers' needs. Fine currently develops and markets its products in more than 40 countries worldwide. An ongoing program of investment designed to develop new products and enhance product value will further Fine's reputation as a world leader in the field of plant growth regulation.

ALWAYS READ AND FOLLOW LABEL DIRECTIONS BEFORE USE.
Concise® is a registered trademark of Fine Agrochemicals, Ltd.
Sumagic is a registered trademark of Sumitomo Chemical Co. Ltd.

Distributor:



Excellence in PGR technology

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FLEXIBILITY AND CONTROL TOGETHER AT LAST

Concise, the high purity uniconazole-p plant growth regulator

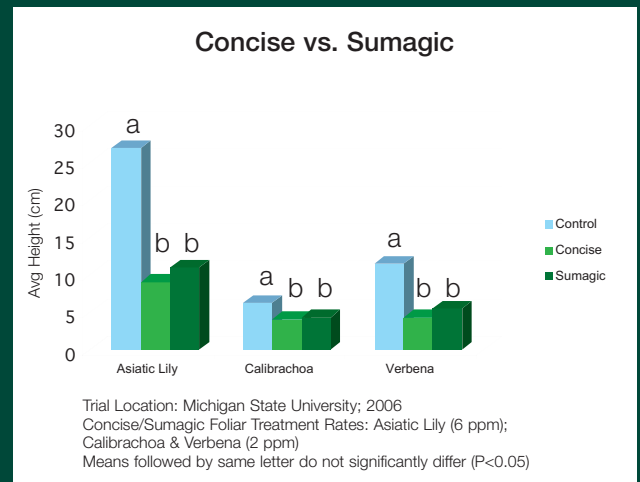


Excellence in PGR technology





- **Concise** is an effective growth retardant for use on a broad variety of ornamental crops.
- **Concise** reduces plant height by limiting internode elongation.
- **Concise** is labeled for a broad range of ornamental crops, including bedding plants, potted plants (flower/foliage), bulb crops (herbaceous and woody), and perennials.
- **Concise** is highly effective at low use rates.
- **Concise** produces more compact and marketable plants.
- **Concise** provides longer lasting results i.e. with darker colors, greater leaf thickness, stronger stems, better stress tolerance, and increased flower number and size.
- **Concise** has improved activity on hard to control species.
- **Concise** can be applied via foliar spray, drench, dip (bulb/liner) or media spray.



For a list of distributors or further product information, please visit www.fine-americas.com, or call **1-888-474-3463**.