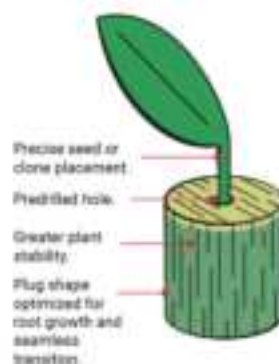


VidaWool® vs. Other Rock Wool Media

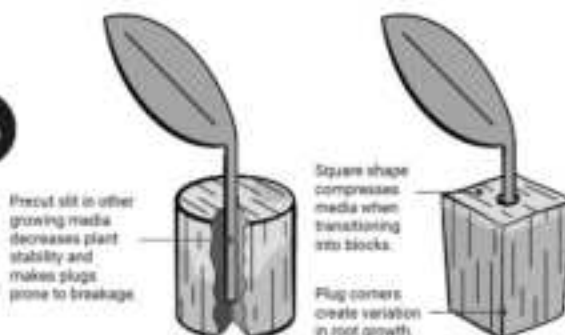
What's the Difference?

VidaWool
™ Hydro-Xtend™
Water Dispersion Technology



VS

Other mineral wool and rock wool growing media



Plug Shape and Insertion Zone

VidaWool® plugs are circular for seamless transitioning to grow blocks and come predrilled for rapid, precise seed or clone placement. Other plugs are slit, weakening the plug's structure, which can lead to breakage and material waste.

VidaWool with Hydro-Xtend™ Plug Shape and Insertion Zone

- Precise seed or clone placement.
- Predrilled hole.
- Greater plant stability.
- Plug shape optimized for root growth and seamless transition.

Other rock wool growing media

- Precut slit in other growing media decreases plant stability and makes plugs prone to breakage.
- Square shape compresses media when transitioning into blocks.
- Plug corners create variation in root growth.

Water Dispersion and Nutrient Availability

VidaWool® is equipped with Hydro-Xtend™ water dispersion technology to evenly distribute water and nutrients throughout the plug, block or slab. Other growing media demonstrate uneven water and nutrient dispersion creating wet and dry zones which leads to uneven root zones.

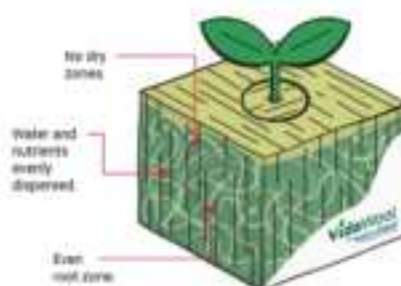
VidaWool with Hydro-Xtend™ Water Dispersion and Nutrient Availability

- No dry zones.
- Water and nutrients evenly dispersed
- Even root zone.

Other rock wool growing media

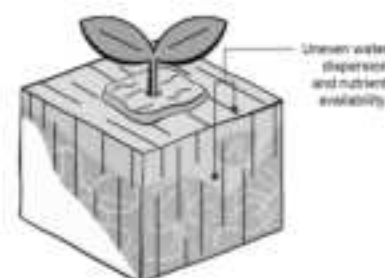
- Uneven water dispersion and nutrient availability.

VidaWool
™ Hydro-Xtend™
Water Dispersion Technology



VS

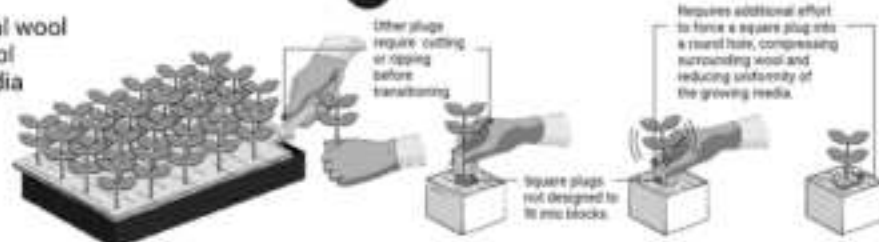
Other mineral wool and rock wool growing media





Vs

Other mineral wool and rock wool growing media



Plug Transitioning

Just pick – and place. That's all it takes to transition a VidaWool® plug to a block. VidaWool® plugs are round for a perfect fit every time. Other growing media require labor-intensive cutting or scoring before transitioning. Don't hassle with trying to force a square plug into a round hole. Switch to VidaWool®.

VidaWool with Hydro-Xtend® Plug Transitioning

- When ready to transition, just pick and place the VidaWool® plugs.
- VidaWool® plugs are round for a perfect fit.

Other rock wool growing media

- Other plugs require cutting or ripping before transitioning.
- Square plugs not designed to fit into blocks.
- Requires additional effort to force a square plug into a round hole, compressing surrounding wool and reducing uniformity of the growing media.

UV-protection Liner

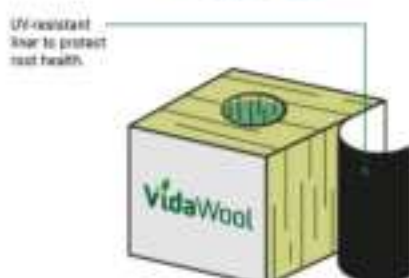
VidaWool® blocks feature UV-resistant liners to reduce the proliferation of algae and conserve water. Other blocks are wrapped in single-ply, UV-penetrable material that allows light to penetrate, creating the ideal environment for algae growth.

VidaWool with Hydro-Xtend® UV-protection Liner

- UV-resistant liner to protect root health.

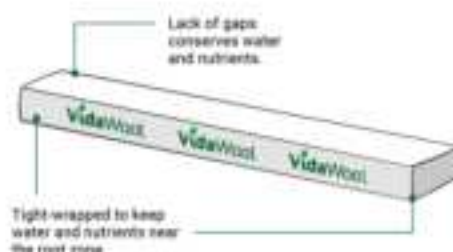
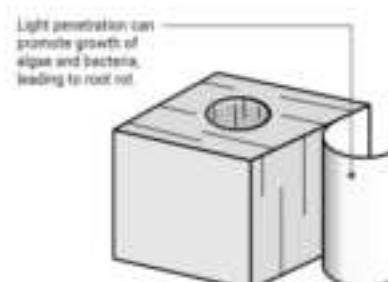
Other rock wool growing media

- Light penetration can promote growth of algae and bacteria, leading to root rot.



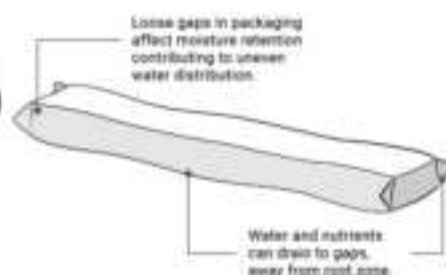
Vs

Other mineral wool and rock wool growing media



Vs

Other mineral wool and rock wool growing media



Tight-wrapped Slabs

VidaWool® slabs are tight wrapped to contain water and nutrients to the root zone. Other slabs are flow wrapped, leaving gaps for water to collect away from the root zone and requiring more water to saturate the slab.

VidaWool with Hydro-Xtend® Tight-wrapped Slabs

- Tight-wrapped to keep water and nutrients near the root zone.
- Lack of gaps conserves water and nutrients.

Other rock wool growing media

- Loose gaps in packaging affect moisture retention contributing to uneven water distribution.
- Water and nutrients can drain to gaps away from root zone.

Block Placement

VidaWool® slabs feature optional pre-cut liners for rapid and uniform block placement. Every second counts in today's tight labor market. Other growing media require labor-intensive cutting or scoring before blocks can be placed, which can lead to uneven spacing, plant crowding and an unsightly appearance.

VidaWool with Hydro-Xtend™ Block Placement

- Optional pre-cut slabs for easy, fast, repeatable placement.

Other rock wool growing media

- Lack of placement guides require additional labor and can lead to plant crowding and an unsightly appearance.



VS

