



GROUNDBREAKING ROOTING TECHNOLOGY



GROWERS ARE TALKING ABOUT BASEWELL®



▶ “I don’t have a sophisticated mist system and I grow in 100% $\frac{5}{8}$ inch pine bark. ***If I can grow it under my conditions, anybody can grow it.***”

Regina Coronado, Bell Nursery
Monroe, North Carolina, United States

▶ “We have grown large amounts of Basewell NGI and Dahlia in direct comparison to liners we rooted ourselves. Results were identical, allowing us to eliminate the rooting process in the future.

Basewell is offering us new opportunities in streamlining our operations.”

Kirk Weiss, Kurt Weiss Greenhouses
Center Moriches, New York, United States





▶ “Our Basewell Geranium plants sized up quick, had no early buds, and ***finished as scheduled.***”

Fred Woodley, Woodley Greenhouses
Waterford, Ontario, Canada



▶ “***We were able to cut 4 to 6 weeks off our overall crop timing.*** Basewell Perennials will no doubt affect our bottom line by increasing efficiency and eliminating labor costs.”

Beth Gulley, Gulley Greenhouse
Fort Collins, Colorado, United States

▶ “***We love our YOLO Lobularia*** grown from Basewell!”

Nadine Stielow, Thiel's Greenhouse
Bruderheim, Alberta, Canada



WHAT IS BASEWELL®?

Basewell is an innovative new product that combines the benefits of unrooted cuttings (URC) and rooted cuttings (RC). With visible root development, it is more mature than a URC, making it possible to plant directly into a finish container.

✔ SIMPLIFY PROCESSES

✔ OPTIMIZE SPACE

✔ SAVE LABOR

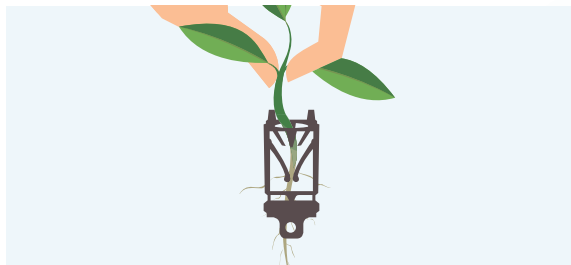


Basewell plants can be ordered in strips or in individual cartridges, offering flexibility for transplant by AutoStix machine, ISO transplanter, or by hand.

The strip is produced from a biodegradable material that will degrade 10 to 20 weeks after transplant, depending on temperature and humidity.

Dümmen Orange Annuals and Perennials are available in Basewell.

HOW TO PLANT BASEWELL®



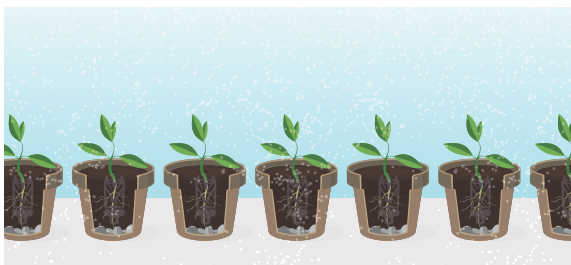
STEP 1

- ▶ Grab the stem above the cartridge to avoid damaging the roots. This ensures your fingers won't displace soil next to the roots during planting. This is critical to maximize root-to-soil contact.



STEP 2

- ▶ Push the cutting directly into the media, with the top of the cartridge at soil level. Never use a pre-dibbled hole. This will cause air gaps between the roots and the media.



STEP 3

- ▶ Drench plants thoroughly to ensure good root-to-soil contact. Plants should be protected with shade or misted for the first 3-5 days.

GUARANTEED WORKFORCE SAVINGS

Basewell® requires fewer steps, less space and fewer people

ONLY THREE TOUCHES

compared to 11 with traditional (URC) rooting



1 ▶ UNPACK

cuttings upon arrival



2 ▶ TRANSFER

Basewell to planting line



3 ▶ PLANT

Basewell in finish container



NO PROPOGATION HOUSE NEEDED

equals a huge asset savings



SAVE OVER 50% ON FREIGHT

with better packing efficiency



SAVE DOLLARS

by eliminating resources and time

READY TO ORDER?

Contact your broker to add Basewell®
to your production programs

DELIVERY

Basewell delivery is available on the same days as
URC deliveries (Monday-Wednesday)

PACKAGING ►

Improved packaging to maintain quality during
shipping and provide ease of unpacking and planting



- Annuals order cut off: Tuesday at 12:00 PM Eastern Time, 5 weeks prior to ship
- Perennials order cut off: Tuesday at 12:00 PM Eastern Time, 7 weeks prior to ship
- Orders under 3,000 cuttings will incur an additional handling fee
- Minimum of 100 cuttings per variety ordered
- The following crops are pinched prior to ship: Bacopa, Lobularia, Lobelia, Lysimachia, Portulaca, Verbena, and Vinca
- Single Basewell Cuttings: 100 cuttings/bag with 2% overpack
- Strip Basewell Cuttings: 51 cuttings/strip (geranium only: 34 cuttings/strip)
- Ask your broker for a Basewell quote



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