

Can you afford not to INVEST IN THE NEW GROWTH INDUSTRY?



Fytocell
Your Perfect Medium

www.fytocell.com.au

Fytocell is the new hydroponic growing medium for enhanced performance and better crops.

The perfect substrate that can increase your yield

FytoCELL is the new hydroponic substrate that outperforms its predecessors



FytoCELL grown plants develop fine feeder root systems that ensure maximum nutrient uptake – unlike traditional substrates



Herbs growing in a Fytoslab wall.

❖ Perfect Air / Water Ratio for Root Growth

FytoCELL's structure provides a near perfect air/water ratio at all times, encouraging the development of a mass of finely branched roots – enabling better uptake of water and essential nutrients. The result is stronger, healthier plants and improved yields.

❖ Scientifically Proven – Air 37% by volume

Oxygen is as vital to healthy root development as water and nutrients. The open cell structure of FytoCELL ensures good oxygen content throughout the entire depth of the slab or pot of flakes – even when FytoCELL is saturated. Before FytoCELL it was very easy to add water to a substrate – but far more difficult to add oxygen!

❖ Easy Water Management

FytoCELL is impossible to over-wet at a maximum 60% saturation. Even when the slab or flakes are saturated the structure of FytoCELL ensures there is sufficient air for healthy root growth. Should FytoCELL dry out for any reason, re-wetting is simple and trouble free.

- flood and drain
- hand water
- dripper irrigate
- run to waste or recirculating systems

❖ Start With A Clean Substrate

Minimise your risk. FytoCELL is sterile. This gives your young plant the best start to life. FytoCELL has a starting pH of between 5.5 – 7.0 so there is no need to adjust your pH – just add your nutrient solution.

❖ 100% Biodegradable and Compostable – Proven in Holland

FytoCELL is an aminoplast foam. It is harmless to the environment and is 100% biodegradable and compostable, making disposal easier and maintaining the green image.

❖ Easy to Use in Hydroponics

Lightweight and easy to handle – non prickly. FytoCELL is impossible to overwater. FytoCELL provides the plant with easy access to water, so in case of power failure there is a good water buffer. FytoCELL has low cation exchange and flushes easily.

❖ Can't be Beaten — Great Capillary Action

Great capillary action of FytoCELL means that water is drawn up to the top of the slab. In uneven surface conditions where either ponding or dryness can occur, FytoCELL is still able to provide a balanced air / water ratio in both the slab and flake form.

❖ Scarid Fly

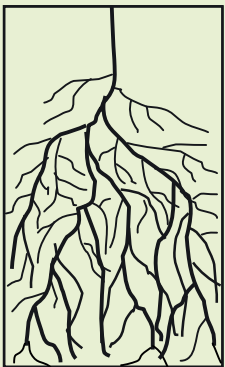
Grower feedback to date indicates both FytoFlake and FytoSlab provide a barrier to Scarid Fly invasion. Because FytoCELL is non fibrous Scarid Fly have difficulty penetrating the FytoCELL.



Very healthy, high yielding tomatoes growing in FytoFlake.



Healthy capsicums with a good fruit set growing in FytoFlake.

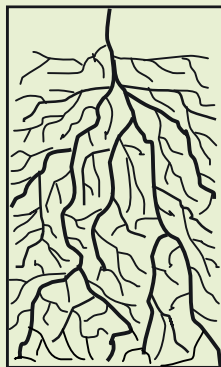


Too Dry
20%
Water

Medium
60%
Water

Too Wet
90%
Water

Traditional substrates



Just right
60%
Water

Just right
60%
Water

Just right
70%
Water

FytoCell soilless substrate

That's why FytoCell grows stronger, healthier, greater yielding plants for you.

NEW **FytoClone**
Clone – Cutting Mix

Get Rooted with FytoClone. Starting a plant has never been so easy. Just add water, light and warmth. FytoClone encourages large numbers of roots to grow. FytoClone is sterile and provides a well balanced environment with an excellent ratio of air to water. This results in pure white, quality roots. Hormone gel or powder is optional.



FytoClone 48 cell insert (4 x 12 cell) and perforated tray.



FytoClone 70mm block.

Andrew, Sunstate Hydroponics, Maroochydore, Queensland:
It has been a long time since something new has come along to revolutionise growing.

FytoCell fits that description. Field results have shown consistent benefits including, flushing and maintenance tasks being so much easier and root disease and fungus gnat problems are a thing of the past for most growers.

Yields have increased due to consistent air/water ratios and explosive root growth. FytoCell has become our recommended medium for both cost and results.

Chris, The Hydroponic Connection, Boronia, Victoria:
FytoCell, easy, inexpensive and the results speak for themselves.

Rob, Robs Garden Centre, Windsor Gardens, South Australia:
FytoCell produces what the customers want – better yields. FytoCell is easy to use and virtually impossible to over water. The availability of extra air throughout the pot profile equates to better roots and a stronger plant. If you haven't tried FytoCell, you've got to give it a go!

Clay, Nutriflo Hydroponic Systems, West Gosford, New South Wales:

Our customers are amazed with FytoCell's performance as are we. Used under different growing conditions, no other medium achieved these results.



Roots of a 7 day old tomato clone grown in FytoClone.



Strawberries thriving in FytoFlake bags, lying on hanging gutters.



Peter from Eden Farms in Bundaberg, with continental cucumbers grown in FytoSlab. Notice the exceptional fruit quality and health of the plant.



A single cell of FytoClone with a 7 day old tomato clone.

What is FytoCell?

FytoCell is an aminoplast resin foam. This results in a light but very stable white spongy pH neutralised substrate. The dry matter content is between 16 and 20 Kg/m³. 100% Australian made. 100% biodegradable.

Who is FytoCell?

Developed in Holland and seven years in the making. FytoCell Australia where the product is made, brings together experience from Australia, Netherlands and New Zealand. This product is used commercially in Europe. Mainly in Holland, Belgium, UK and Spain.

Product Range

FytoCell is available in three forms: FytoSlab and FytoFlake and FytoClone.

FytoSlab is FytoCell foam in a pH neutralised solid form. We can provide these in a variety of sizes (see below) and/or potentially make any shape or size within reason to suit the customer. All sizes are in millimetres – mm.

FytoSlab 900 x 120 x 90

FytoSlab 900 x 180 x 80

FytoFlake CropBox 35L

FytoFlake is the solid form of FytoCell, flaked, pH neutralised and bagged in 50L and 100L plastic bags.

FytoClone specifically made for cloning and pH neutralised.

FytoClone 48 (4 x 12 cell) with perforated drip tray

FytoClone 48 (1 x 48 cell) with perforated drip tray

FytoClone 72 (4 x 15 cell) with non perforated drip tray

FytoClone 72 (1 x 72 cell) with perforated or non perforated drip tray

Dimensions of 48 cell are 350 x 290 mm (cell 38 x 45 x 50)

Dimensions of 72 cell are 530 x 270 mm (cell 40 x 40 x 55)

FytoClone 6L refill pack

How to Use and Hot Tips

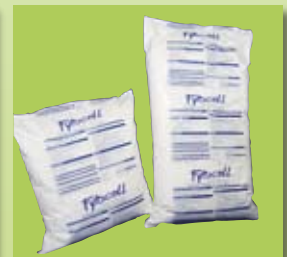
- ❖ FytoCell is easy to use. Both FytoSlab and FytoFlake must be pre-saturated for up to 30 - 36 hours with your normal nutrient solution. This will allow FytoCell to reach its maximum water holding capacity of around 60% for slab and 50% for flake. The saturation also helps disperse the neutralising solution.
- ❖ FytoCell contains no nutritional elements. As FytoCell is supplied at a pH of 5.5 - 7.0 you do not need to add pH adjusted water, just soak with normal nutrient solution. The nutritional requirements are very similar to rockwool and perlite.
- ❖ Instructions for use are on the FytoFlake bag. For FytoSlab the only difference is, for a non-continuous system, cut the drainage holes in the plastic wrap after saturation, for continuous cut them before saturation.
- ❖ The watering regime for FytoCell in general is very flexible due to its "can not be overwatered tag". FytoCell will perform in perlite, coir, sawdust or rockwool irrigation systems. You know when the maximum water holding capacity has been reached when you see excess water coming out the bottom, commonly called run off.

Where can I get FytoCell?

- ❖ Visit your local retail hydroponic shop and ask for FytoCell today.



FytoSlab 900 x 180 x 80 mm



FytoFlake 50L and 100L plastic bags



FytoClone 72 cell insert and perforated tray

- ❖ FytoCell should be fully saturated before the plants are placed in FytoFlake or on FytoSlab. As with all substrates there may be a tendency for water to be drawn out of the plant block or cube if the medium is not saturated. Do not cut your plant block or cube into the slab any deeper than 10mm. If using a small plug, make sure that the top of the plug is at least 10mm higher than the surface of FytoFlake.
- ❖ FytoFlake is packed on volume. Some bags may feel slightly heavier than others. Do not be concerned, the only difference is the dryness of the foam after we have treated it. In other words some foam may already have 5-10% moisture in it. If FytoSlab breaks, just push it together and you will still grow a strong and healthy plant.
- ❖ FytoCell is environmentally safe and due to the fact that it is sterile, it does not contain soil borne bacteria.
- ❖ After use, FytoCell can be dug into the garden. It will turn into the same colour as the soil.

Invest now in "Your Perfect Medium"
and you'll be back for more.

FytoCell

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