



# The Liquid Fence® Company

## Liquid Fence offers New “Anti-Freeze for Plants” in a bottle!

**Brodheadsville, PA, April 30, 2009**— No matter what you’re growing, a sudden frost or freeze can spell serious trouble and even death to your plants. And a colder than normal winter night can destroy prized plants growing at the margins of their cold tolerance zone.

Growers and homeowners often play the guessing game as to when the first or last frost will occur and arm themselves with everything from smudge pots to blankets to protect their plants, often with poor results.

### Rescue Me!

Science has come to the rescue with FreezePrüf™, a revolutionary new frost and freeze protector (like “anti-freeze for plants”) available from The Liquid Fence® Company. Coming this summer, it just may be the savior of home gardeners, nurseries, and commercial growers.



This easy-to-use, biodegradable frost/freeze protector spray improves a plant’s cold tolerance up to 9°Fahrenheit depending on the plant. And it’s not just for preventing frost damage to tender plants. FreezePrüf’s unique formulation and mode of action add a half-USDA Zone equivalent or more to the cold tolerance range of all major ornamentals and crops. So, a plant that is hardy to the low-to-mid teens Fahrenheit (Zone 8a) can be grown with little or no damage in Zone 7b.

As temperatures fall, a dose of this “anti-freeze for plants” could buy gardeners and growers more time and save hundreds, if not thousands, of dollars.

Developed by researchers at the University of Alabama and Miami University in Ohio, FreezePrüf is a water-based, non-toxic spray that has been successfully tested on a wide variety of plants like bananas, palms, tropical foliage and flowering plants, vegetable and fruit crops.

### Bring it On!

FreezePrüf is an industry exclusive mixture of ingredients that work together to protect the foliage and flower, both externally and systemically. It enhances the plant’s natural mechanisms to resist freeze damage, shielding it from ice crystal damage, and increases its ability to survive cold temperatures by reducing the freezing point of water inside the tissues of the plant.

“FreezePrüf has the unique ability to reduce both the freezing point of water inside plant tissues and ice crystal damage when ice does form, thus enhancing a plant’s natural ability to survive cold temperatures,” says Dr. David Francko, a botanist at the University of Alabama and lead developer of FreezePrüf. “Plants can be frozen solid and still be viable.”

Since FreezePrüf extends the growing season, it’s perfect for perennials as well as fruit and vegetable plants. The guaranteed protection lasts up to 6 weeks.

“It’s like moving your home landscape about 200 miles farther south,” says Francko. “It’s non-toxic; it’s inexpensive, and can be applied once per season or right before a freeze event.”

Available in quart and gallon ready-to-use (RTU) and concentrates. The quart comes equipped with an industry-exclusive orbital sprayer that works upside down, making under-leaf protection a snap!

Look for FreezePrüf at garden centers and hardware stores everywhere or call (800) 923-3623 for a local store.

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