Pathway® Microbial Technology

NEWS RELEASE

Pathway BioLogic, LLC launches oil based formulation of PowerCoat®

September 12, 2016 – For Immediate Release, Plant City, FL: Pathway Biologic, an independent applied science microbiological laboratory, has announced the launch of an oil-based formulation of its flagship granular enhancement product PowerCoat. This new formulation provides exceptional impregnation onto dry fertilizer and allows for lower use rates – 1 to 2 quarts / 0.9463 to 1.8925 L per short ton of dry fertilizer.

PowerCoat improves fertilizer efficiency, promotes stronger root systems, and enhances plant growth and performance. All of which lead to increased yield opportunities.

The multi-strain formulation of PowerCoat contains pure culture PGPR – Plant Growth Promoting Rhizobacteria. Pathway identifies and characterizes genetically superior strains in the soil that increase the plants ability to uptake and utilize applied fertilizers, enhance root growth and recycle organic matter into plant usable compounds. The increased plant availability of Phosphorus, and improved water and Nitrogen utilization via increase of root absorptive area, also help mitigate nutrient leaching and runoff.

"Today's Agricultural market is becoming more aware of the benefits of using microbials in crop production," says Dion Pearce, Products Manager for Pathway Biologic. "But products and programs have to fit within an economic model and provide deployment options that can be sustained. PowerCoat provides just that, a low use rate solution that can ride with dry fertilizer and maximizes the ROI of fertility inputs."

PowerCoat can be used for:
- Raw Nutrients
- Organics
- Synthetic Blends
- Amendments

For more information, or to contact a PowerCoat distributor, please call +1-813-719-7284 and visit: www.PathwayBioLogic.com

# # # #

Media Contact: Mandy Wettstein: mwettstein@pathwaybiologic.com, +1 352.406.0422

About Pathway Biologic:
Pathway Biologic, LLC of Plant City, FL is a microbial science company and an emerging leader in the applied science of Poly Microbial Technology and Formulations that boost soil value, optimize plant growth, encourage plant health, increase crop performance, and improve the efficiency of fertilizer and water in the growing process.