

THE SOURCE



PrimeraOne APEX-10™: The Ultimate Soil and Plant Health Technology

WHAT IS APEX-10™?

APEX-10 is an organic peat humic substance made from highly humified peat sources that have a variety of very active and complex materials from plant fibers and contain many active organic constituents. What differentiates this product from anything on the market is the patented extraction process used to recover all of these humic substances along with humic and fulvic acids in their most beneficial form. The result is a formula with greater power than simply the sum of its parts.

WHY IS APEX-10, A PEAT HUMIC SUBSTANCE, SUPERIOR TO OTHER PRODUCTS ON THE MARKET?



With APEX-10, all of the humic substances are still present in the peat at their natural, most powerful state when collected for processing.

- APEX-10 peat humic substance is the end result of microbial degradation of once living organic material.
- In peat, humic substances have undergone humification, but not yet been exposed to the coalification process therefore the complex organic compounds are present in their natural, most powerful state.
- The patented extraction process successfully captures a more complete spectrum of beneficial substances, yielding a formula in which the whole has been proven to be greater than the sum of its parts.
- This patented process is also able to produce a very high ratio of fulvic acid per unit, which is critical in the transport of the greatest amount of nutrients through root and leaf pores and into microbial cells.

APEX-10 is most commonly compared to humic acid products, but comparing APEX-10 to humic acid is like comparing a high performance automobile to a tire.

- Humic acid products on the market that are made from lignite and Leonardite coal sources have already undergone the coalification process making them less active and not as available to plants compared to the humic acid recovered directly from peat.
- The heat and compaction during the transformation from peat to coal over millions of years drives off smaller molecular weight materials such as fulvic acid and other organic matter from coal-based materials.
- APEX-10's manufacturing process does recover a highly active humic acid directly from the peat. But remember, in APEX-10, this humic acid is still only one part of the total package.

**WHICH DO YOU THINK IS
BETTER FOR GETTING TO WHERE
YOU WANT TO GO?**



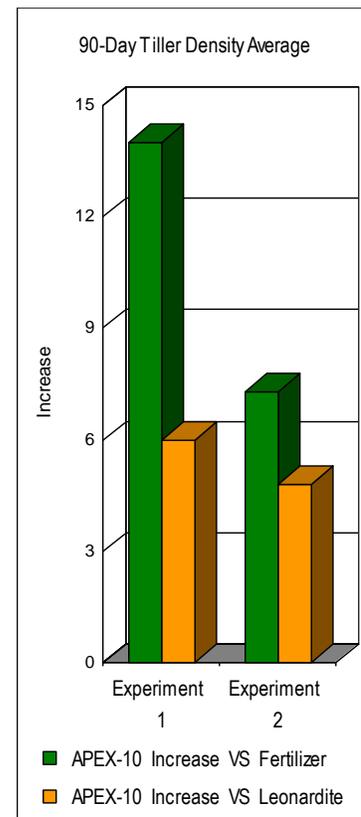
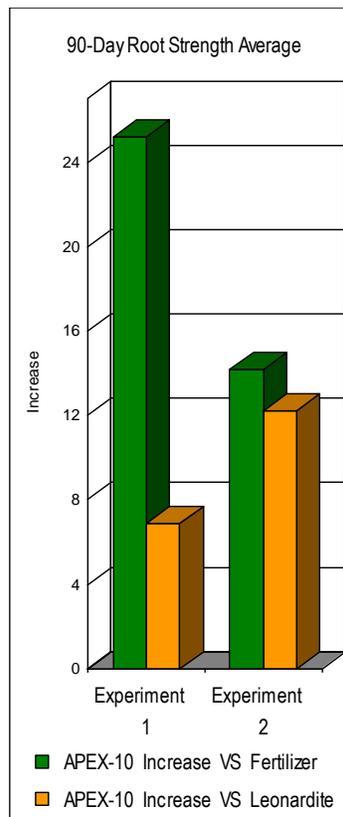
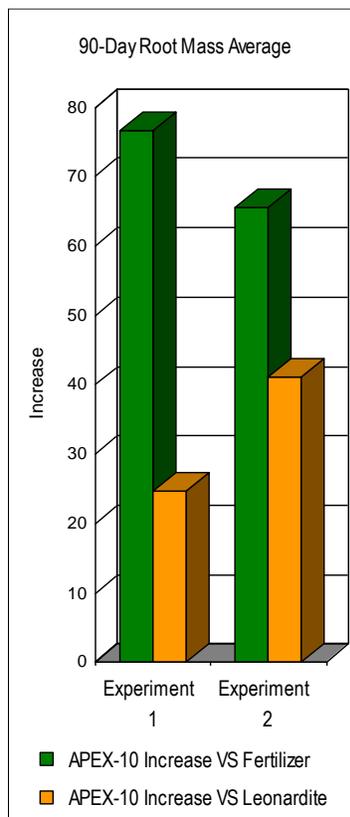
PRIMERAONE APEX-10: THE ULTIMATE SOIL & PLANT HEALTH TECHNOLOGY

- Proven metabolic performance under normal and stressful conditions
- Enhances nitrogen retention in soil by over 400% per acre
- Increases bacteria and fungi population and activity
- Produces higher levels of chlorophyll with improved photosynthesis and antioxidant production
- Solubilizes bound up nutrients and translocates minerals through plant cells and microbial membranes

CHEMICAL CHARACTERISTICS EXTRAPOLATED FROM STUDIES AT VIRGINIA TECH

Parameter	APEX-10 (Liquid)	Leonardite Humic Acid (Powder)
Solids content	12%	100%
Ash (inorganic) content	12.5%	34%
Volatile (organic) content	87.5%	66%
Total C	49.3%	35%
Total N	0.91%	0.78%
C/N ratio	54:1	45:1
Humic acid extracted from solids content	100%	80%
pH	4.6	9.5

SOD TRANSPLANT AT VIRGINIA TECH ON BLUEGRASS WITH APEX-10 AND LEONARDITE



Experiment 1- April to early July. Experiment 2- Late July to October

IN CONCLUSION

The differences outlined clearly demonstrate that the peat humic substance in **APEX-10** is in its most active and natural state compared to the humic acids extracted from coal based products. **APEX-10** provides a natural, effective, organic peat humic substance that is unparalleled by any bio-stimulant on the market.