



CHARACTERISTICS:

PURSHADE is an innovative product that has many positive effects on crops. Applied through foliar or root treatments, it gives an appropriate availability of Calcium to the plant, during its active growth stages. Moreover, it actively contributes to the containment of physiopathologies that are typical of some crops (such as: bitter pit in apples).

Foliar application of **PURSHADE** creates a thin film of micro particles, which selectively reflects sun rays, allowing the transition of visible light but rejecting the most part of ultraviolet (UV) and infrared (IR) rays. This characteristic leads to an excellent protection of the plant against damages due to heat stress and burns (which usually provoke a deterioration of the final product, a worse quality and a significant decrease of produce). Furthermore, **PURSHADE** optimizes water consumption by the plant, significantly reducing damages caused by poor availability or salinity of water itself.

The use of **PURSHADE** allows an increase in Calcium amount of the plant as well as a better quality and quantity in produce, reducing damages related to heat stress and sun burns, improving the efficiency in the use of available water, without blocking stomas and facilitating chlorophyll photosynthesis and plant metabolism accordingly.



COMPOSITION	FORMULATION	CLASSIFICATION	PRE-HARVEST INTERVAL	PACKAGING
Total amount of Calcium oxide (CaO): 30% RAW MATERIALS: Calcium carbonate, only of natural origin	Suspension concentrate (SC)			16.7 kg (=10 lt) tank

Crop	Notes	Rates (lt/ha)
Apple, Pear, Olive	From fruit swelling (for example, to contrast bitter pit)	2-4
	Water stress, high temperatures, significant Calcium deficiency	10-30*
Stone fruit, Actinidia	Immediately after harvest or with Fall/Spring applications, to promote ripening of flower bud	20-30
	Pre and post-flowering in case of Calcium deficiency	2-4
Citrus fruit, Walnut, Almond	From fruit swelling	5-20*
	From beginning of flowering	5
Grapevine	From berries touching to beginning of ripening (water stress)	5-20*
	Before transplantation	1-1,5 lt/100 lt
Melon, Watermelon, Zucchini, Onion, Garlic, Pepper, Tomato, Eggplant, Carrot, Potato	After 3 rd -4 th leaf	2-4
	Thermal stress	10-20*
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Sugar beet	Thermal stress	10-20*
Corn	From beginning of flowering (water stress)	10-25*
Wheat, Rice	From boot stage to beginning of flowering (water stress)	10-15*

* The higher rates are recommended for highly developed production plantings and high-biomass herbage crops, in case of significant Calcium deficiencies or to get the highest containment of damages caused by sun and high temperatures.

Crop	Ground applications	Rates (lt/ha)
All above mentioned crops	Sprayed on the ground or by fertigation	4-16

WARNINGS:

Do not mix **PURSHADE** with Phosphorus-based products or with products that cannot tolerate high pH.

PURSHADE could leave residues on fruit, depending on the application. They could be easily removed through normal washings: this operation could be facilitated by using water with acid pH (5-6).