



CalpHixx provides soluble calcium to the turf roots by chemically solublizing the insoluble calcium already in the soil. (chelate) In the beginning this product may be difficult to understand but it will without doubt become one of your sales leaders, and your customers will be invariably repeat customers. To describe this product we must begin by saying that chemically it is a super saturated chelate. This is to say that the chelant used in this product is far greater than the amount required to bind the calcium in the formulation. Once the product is applied to the soil, the excess chelate goes to work on the insoluble calcium reserves in the soil and makes this reserve available for the turf, and/or, makes it available for moving excess sodium out of the root zone. This is a product that you will want to concentrate on understanding in the ProTea school to get a complete understanding. Once you do this and learn to explain it, it will become one of your leading sellers. Your customers will appreciate the fact that you presented it to them.