



CLIENT: Loveland Products – Black Label Zn_FINAL

“Swagger” / 30 Second Radio Script (2017)

Announcer:

You know this guy. He’s the one that walks into the coffee shop to join his buddies with a little swagger, a little puff in his chest, and just itchin’ to tell everybody about his latest yield, and that’s because he started with Black Label Zinc. He discovered Black Label Zinc and its proprietary LHC Technology can drive amazing root masses and even better yield potential. It’s his little secret. Or, WAS, his little secret...

Black Label Zinc – It’s Phosphate Done Better.

Dealer Tag: See your local Nutrien Ag Solutions retailer today.



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“Why you farm” / 30 Second Radio Script (2017)

Announcer:

The makers of Black Label Zinc understand you didn't get into farming for the money. You farm because your family farmed. You farm because feeding the world feels good. But while you didn't get into it FOR the money, getting the best return ON your money IS a priority. That's why Black Label Zinc uses zinc and proprietary LHC Technology to optimize the phosphate in your ground for better root masses and even bigger yield potential.

When return on investment matters, turn to Black Label Zinc - its phosphate, done better.

Dealer Tag: See your local CPS retailer today.