



Loveland Products
Plant Nutrition
RADIATE® Radio
Bigger Roots

:60 RADIO BIGGER ROOTS WITH RADIATE (Normal to slower speaking)

SFX: (OLD FASHIONED DOOR WITH A BELL OPENING AND MURMURING VOICES IN BACKGROUND)

MAN: Hey, Hal. (Stops as if surprised by what he's seeing) What the HECK is that?

SFX: (SOUND OF SOMETHING SUBSTANTIAL BEING DROPPED ON COUNTER OR TABLE)

HAL: It's my roots! Pretty big right?

MAN: Heck yeah!

HAL: Since I started using Radiate from Loveland Products. Radiate's got a patented combination of plant growth stimulants – IBA and kinetin. So, roots aren't just bigger, they're also 10 to 20 percent more productive.

MAN: And you know what they say about big roots...

HAL: Yep, big yields.

Music: (Upbeat transition music up and under)

ANNCR: Whatever crop you grow or challenges you face, Radiate gives crops what they need for bigger root systems and greater root productivity – 10 to 20 percent more. But why take our word for it? See how Radiate performs in field trials across the country when you visit us online and imagine what Radiate can do for you.



CTA: Ask your Nutrien Ag Solutions crop consultant about Radiate or visit us online at
LPI.ag/grower (L-P-I dot AG slash Grower)
Radiate from Loveland Products and Nutrien Ag Solutions. (LOCAL TAG – 7 seconds)