

## **RhizoSorb® Messaging & Branding Guidelines**

*This guide is intended to help retailers market RhizoSorb® consistently and effectively by providing approved positioning, messaging, claims, and communication guidance.*

*To help ensure technical accuracy, please share any materials where RhizoSorb is the primary focus with the Phospholutions marketing team prior to publication or distribution: [jandrus@phospholutions.com](mailto:jandrus@phospholutions.com).*

### **About Phospholutions:**

Phospholutions is an ag-tech company focused on improving phosphorus efficiency and fertilizer productivity. Our patented RhizoSorb® technology improves nutrient availability and utilization for strong agronomic performance and better ROI.

### **Product Key Message**

RhizoSorb® enables greater productivity through more efficient phosphorus fertilizer use.

### **Product Positioning**

- RhizoSorb 8-39-0 is a replacement for traditional phosphate fertilizers like MAP and DAP, with no new equipment and practice change.
- RhizoSorb controls release of phosphorus to keep it available to the crop throughout the growing season instead of quickly tying up in the soil.
- RhizoSorb has been proven across crops, geographies, and real field conditions – with performance data in corn, soy, wheat, specialty grains, and potatoes.
- RhizoSorb improves fertilizer use and efficiency for cost savings and stronger ROI.

### **Product Category**

- Dry phosphate fertilizer
- A MAP/DAP replacement
- Controlled-release fertilizer
- Phosphorus efficiency fertilizer

### **Avoid Positioning RhizoSorb As**

- A biological
- A microbial

- A specialty additive product
- A regenerative-only product
- An environmental-only product
- A product requiring major operational changes

### ***Approved Product Claims (Updated 2026)***

Claims should be data-backed and paired with context and support.

- Up to 50% less applied phosphorus with the same or better yields
- Roughly 33% more acres per ton
- 5 years of field data across 700+ trials, including 200+ on-farm trials
- Proven on more than 1 million commercial acres
- Lower fertilizer costs and maintained performance driving an average ~\$20/ac ROI improvement

### ***Phospholutions and RhizoSorb Logos***

The logos may be used in all white, all black, or all green. No other color combinations or versions should be used.

The logo should never be skewed, stretched, or proportions otherwise adjusted. Reserve clear space around the logo, equivalent of ½ the overall height of the logo.

- The only exception is the addition of 8-39-0 when the product analysis is appropriate to include.

Grower facing documents should lead with the RhizoSorb logo and include the Phospholutions logo in a supporting capacity.

