

Press Release – For Immediate Release

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Florikan E.S.A. Breaks Ground for Innovative Container Facility

New container facility yields positive results for the environment, economy, and Horticulture Industry.

July 11, 2005 – Sarasota, Florida -- Florikan E.S.A. (Environmentally Sustainable Agriculture), a Sarasota, Florida-based company that provides quality controlled release fertilizers, professional-grade containers, and other Horticultural products to growers, announced today the groundbreaking of a new, state-of-the-art container manufacturing facility in Sebring, Florida. The company broke ground the week of July 11, 2005 and plans are now being executed to open the new plant close to the New Year – equating to one of the most significant changes in the growing container industry to date.

Indicative of the growing demand for innovative containers, the owners of Florikan decided to construct and open the manufacturing facility. The new facility will be situated on a 10-acre parcel of the Palm Grove Industrial Park.

Using current market and container trend insights from actual growers, Florikan has plans to implement the latest in blow-mold container technology and advanced quality-control systems, as well as manufacture its pots with 100% recycled plastics. The facility will manufacture Amerikan brand containers. Amerikan is a joint venture between Florikan and I.T.M.L. (Innovative Technology and Market Leadership).

“When we asked growers what they want, we found there is a huge demand in the market for technologically-advanced, yet competitively-priced, containers,” says Eric Rosenthal, director of sales and marketing for Florikan. “This is a combination that will be fulfilled for growers at the new plant with the use of truly the world’s best manufacturing technologies and professional engineers.”

The new facility was awarded two grants since it is expected to reap much benefit for the state of Florida and the citizens of the region, as well as make strides to protect the environment. Enterprise Florida allocated an economic grant of \$300,000 to build an 800-foot rail line connecting a major rail thoroughfare to the Florikan facility’s 10-acre parcel. Palletized block H.D.E.P. (High Density Urethane Products) will be carried on the rail line from all over the nation to be used in the container manufacturing process. Additionally, in an effort to promote business and financial growth in the state, the Florida Department of Community Affairs is providing the “Community Development Block Grant” of \$750,000 for infrastructure, electricity, telephone, and water fees on the part of the new facility.

The Highlands County Economic Division is calling the opening of the new facility, “...substantial in the positive growth of new jobs that will be available to the community when the doors open.” Ron Buckley, the new facility’s manager and former manager of

one of the largest plastic drainage pipe manufacturers in the United States, has plans already underway to staff-up the new facility.

Manufacturing at Florikan's new facility will begin with its 8- to 12-inch blow-mold Amerikan containers, and additional types and sizes of containers will be added in the months just after initial production begins. One such container planned to be mass-produced is the Amerikan Rim-Lock™ cover pot, a fashion-setting container that provides as much marketability as high-technology. These decorative cover pots are designed to cover ubiquitous black nursery pots and allow retailers to get premium prices on cover-potted plants. Whereas other cover pots are vulnerable to being switched-out by consumers at retail centers, the new patent-pending Rim-Lock™ cover pots cannot be switched. The rim system of the new containers locks tightly into place over standard 1000C pots or Amerikan brand Eddie Pots.

“Simply put, Florikan's container facility will result in improved solutions and competitive pricing for growers,” explains Jonathan Rosenthal, the company's general council and director of business development. “The augmented availability of manufactured containers in the Southeast – combined with Florikan's scientific approach to using recycled materials – equates to high-tech container options and a stabilization of prices in the marketplace.”

Greenhouse and nursery growers and production managers can learn more about Florikan and the Amerikan brand container line at www.Florikan.com or by calling 800-322-8666.

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