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Wolf Trax Products:

Zinc DDP®

Sales Territory:

Western Texas



wolftrax
INNOVATIVE MICRONUTRIENTS

How does Wolf Trax help build your business?

Because we offered Wolf Trax® Micronutrients, we were able to recommend micronutrients at our customer meeting. We first showed them that they need more than just N,P, K and a little bit of sulfur to maximize their production. Then, with a demonstration of how Wolf Trax is applied to the blend, an explanation of the improved, even spread in the soil and how we can use less product, we were able to convince a lot of growers of the value of Wolf Trax.

“ On top of being easier to blend, the DDP technology helps to achieve an even spread in the field. ”

How does Wolf Trax work in your blending system?

Instead of adding two 50-pound bags of granular micronutrients to the mix, we add just a few pounds of Wolf Trax Zinc DDP on the belt that transfers the dry fertilizer from a weigh hopper to an old cement mixer, where it all gets mixed. On top of being easier to blend, the DDP technology helps to achieve an even spread of the zinc out in the field because the micronutrient is on every granule of the macro blend.

What storage benefits have you seen?

Rather than having pallets, we have a large shelf we can keep the boxes of Wolf Trax on. We built the shelf just for products like Wolf Trax. The extra inventory space helped us to offer more of other products.

How does Wolf Trax support your sales efforts?

We use the company's posters that demonstrate how the granular gets the zinc maybe once every cubic foot versus the Wolf Trax DDP on every fertilizer granule. The posters help our customers understand how it spreads out in the soil, so they don't have to worry about placing the zinc with the seed. This helps us sell the micronutrient category because all the dry fertilizer we sell is applied pre-plant.

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