



Roman Whitfield

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Wolf Trax Products:

Boron DDP®, Manganese DDP, Zinc DDP,
Copper DDP, Iron DDP and Calcium DDP

Sales Territory:

Western South Carolina and northeastern Georgia



wolftrax
INNOVATIVE MICRONUTRIENTS

Has Wolf Trax DDP Technology helped your sales?

The DDP Technology has helped us expand our business. For example, calcium is very important to fruits and vegetables. Wolf Trax® Micronutrients are allowing us to seize this opportunity because we can effectively add calcium to a fertilizer blend in a way the plants can use it. With Wolf Trax, the micronutrients are on every fertilizer pellet, and the roots are actually getting them.

“ I think the Growing Forward Guarantee is the products’ greatest selling point. ”

How does the Wolf Trax technology compare with other micronutrients you’ve used in the past?

No other product can compete with Wolf Trax in micronutrient placement and uptake by the plant. That makes it easy to sell. Technology’s so rapid today – the innovation over the past five years has surpassed that of the 30 years before. If you don’t get on the train, you’re going to get left behind.

How has Wolf Trax affected operations at your location?

The benefits of saved transportation, labor and storage costs are huge, because one pallet of Wolf Trax treats as many acres as five pallets of the old micronutrients. I save time because I no longer have to manage when the trucks arrive or make sure the space is open to unload them. The ease of handling less product with Wolf Trax makes me, and my workers, happy. I have reduced needed storage space for micronutrients by nearly 5,000 square feet.

How does Wolf Trax support your sales efforts?

I think the Growing Forward® Guarantee is the products’ greatest selling point. It has sealed the deal a few times with customers new to micronutrients. I can rest assured that if I do have a problem, Wolf Trax will stand behind me. It gives me confidence in the products to sell them.

For product marketing, I have used Wolf Trax mail-outs and pamphlets, and I’ve also used Wolf Trax web materials for my presentations. And whenever I have a question, whether it’s a Monday morning or Saturday afternoon, my Wolf Trax sales rep has been prompt in getting me an answer.

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