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Denka Co. Ltd.

Agri-Product Dept.

### PRULA Website Is Now Available

Denka has launched the website for PRULA, DENKA's biostimulant brand. PRULA's brand concept is "KEY TO THE FUTURE LANDSCAPE", which reflects the intention to continue to protect "farmers important landscape = field".



PRULA Premium Care



PRULA Root Support

What are biostimulants?
Biostimulants are defined as “substances and microorganisms that have a positive impact on plant health, stress tolerance, yield and crop quality by utilizing the natural ability of plants and its surrounding environment. ”(*1)

PRULA Premium Care and PRULA Root Support are biostimulants created based on the technical knowledge accumulated through over 50 years of producing AZUMIN® (Magnesium Humate), a humic acid fertilizer which is classed as a biostimulant. PRULA products are unique products in which Denka has been able to develop by making full use of their proprietary manufacturing process. Denka is now entering the global market as they have been able to see significant effects through demonstration tests under various conditions both internally and externally via third party organizations.

(\*1) Website of the Japan Biostimulant Association <https://www.japanbsa.com/index.html>