

Components/Products

Product Comparisons - PHC
December 31, 2003

	PHC	DIEHARD	Diff.	Actual Diff.*
TREE SAVER vs. DIEHARD Transplant	Tree Saver	Transplant		
Cost to treat a 2" caliper tree	\$6.52	\$3.97	-39.1%	
INGREDIENTS:				
ENDO Per Inch Caliper	994	1,385	39%	
ECTO Per Inch Caliper	17,812,500	22,500,000	26%	
Gel Per Inch Caliper (gm.)	30	33	8%	
Yucca %	1.5	7	341%	453%
Sea Kelp Meal %	23	13	-43%	
Humates %	15	22	47%	62%
CFU's Beneficial Bacteria Per Inch Caliper	0	100,000,000		
CFU's Trichoderma Per Inch Caliper	0	150,000,000		

* Percentage differences are in fact an additional 33% higher than this because we apply 4 oz. of product per inch caliper compared to PHC's 3 oz. rate.

	PHC	DIEHARD	Diff.	DIEHARD	Diff.
PLANT SAVER	Plant Saver	Transplant		Root Reviver	
Cost per lb	\$1.45	\$7.40	409%	\$2.60	44%
INGREDIENTS:					
ENDO Per Gram	2	12	441%	8	234%
ECTO Per Gram	29,735	198,238	567%	330,396	1011%
Yucca %	None	7	100%	1	100%
Sea Kelp Meal %	None	13	100%	19	100%
Humates %	7	22	215%	41	100%
CFU's Beneficial Bacteria Per Pound	80,000,000	400,000,000	400%	200,000,000	150%
CFU's Trichoderma Per Pound	NONE	1,321,586	100%	300,000,000	100%

	PHC	DIEHARD	Diff.
UNIV. INJECTABLE	Injectable	Injectable	
Cost per 8 oz. package	\$37.00	\$37.50	1%
INGREDIENTS:			
ENDO Per Gram	176	220	25%
ECTO Per Gram	3,900,000	6,057,269	55%
Yucca %	0.07	17	23500%
Soluble Sea Kelp %	16.5	18	7%
Soluble Humic & Fulvic Acids %	20.0	26	32%
CFU's Beneficial Bacteria Per Gram	49,559,471	70,484,581	42%
CFU's Trichoderma Per Gram	NONE	105,726,872	100%

	PHC	DIEHARD	Diff.
ECTO INJECTABLE	Injectable	Injectable	
Cost per 8 oz. bag	\$25.00	\$24.95	-0%
INGREDIENTS:			
ECTO Per Gram	418,502	6,057,269	1347%
Yucca %	12.00	16.5	38%
Soluble Sea Kelp %	15.0	17.6	17%
Soluble Humic & Fulvic Acids %	20.0	26.4	32%
CFU's Beneficial Bacteria Per Gram	66,079,295	70,484,581	7%
CFU's Trichoderma Per Gram	NONE	105,726,872	100%

	PHC	DIEHARD	Diff.
ROOT SAVER	Root Saver	Root Reviver	
Cost per pound	\$1.55	\$2.60	68%
INGREDIENTS:			
ENDO Per Gram	2	8	301%
ECTO Per Gram	117474	330396	181%
Yucca %	NONE	1%	100%
Soluble Sea Kelp %	NONE	19%	100%
Soluble Humic & Fulvic Acids %	NONE	41%	100%
Humic Acid derived from Leonardite	30%	40%	32%
CFU's Beneficial Bacteria Per Gram	199706	440,529	121%
CFU's Trichoderma Per Gram	NONE	660,793	100%

	PHC	DIEHARD	Diff.
BIOPAK	BioPac	BioRush	
Cost per pound	\$18.00	\$12.95	-28%
INGREDIENTS:			
Yucca %	5	5.1	1%
Soluble Sea Kelp %	35	35	0%
Soluble Humic & Fulvic Acids %	31	46	48%
CFU's Beneficial Bacteria Per Gram	99,118,943	13,215,859	-87%
CFU's Trichoderma Per Gram	NONE	19,823,789	100%

	PHC	DIEHARD	
BIOPAK Plus	BioPak Plus	BioRush	Diff.
Sugar %	14%	2%	-86%
Cost per pound	\$10.00	\$12.95	30%
INGREDIENTS:			
Nitrogen (N)	3.0	3.3	10%
Soluble Potash (K2O)	20.0	13.7	-31%
Iron (Fe)%	7.0	4.9	-30%
Sulfur (S) %	4.0	5.6	41%
Magnesium (Mg) %	1.5	0.6	-58%
Manganese (Mn)%	0.2	0.9	331%
Boron (B)%	0.02	0.15	667%
Zinc (Z)%	0.2	0.5	138%
Yucca %	2	2.1	5%
Soluble Sea Kelp %	4	4.4	10%
Soluble Humic & Fulvic Acids %	3.5	4.0	13%
Sugar %	6	6.2	3%
CFU's Beneficial Bacteria Per Gram	11,013,216	11,453,744	4%
CFU's Trichoderma Per Gram	NONE	17,180,617	100%
Root Dip			
	PHC	DIEHARD	
ENDO Per Gram	112	113	1%
ECTO Per Gram	209251	330396	58%

Information used is from PHC data available on the internet and at trade shows.

©2003 by Horticultural Alliance, Inc., Box 5744, Sarasota, FL 34277, All Rights Reserved

Information offered in Good Faith and believed to be accurate.

PHC product names belong to Plant Health Care, Pittsburgh, PA. 15238

DIEHARD™ trade name owned by Horticultural Alliance, Inc., Sarasota, FL 34240

Product Comparisons - Plant Success
 May 21, 2003
 DIEHARD Transplant & DIEHARD Starter Mix

	Plant Success Granular	DIEHARD Transplant	Difference	DIEHARD Starter Mix	Difference
Price/lb.	\$17.91	\$8.00	-55%	\$22.67	27%
Endo per gram	20	12	-39%	75	275%
Endo species	2	7	250%	7	250%
Ecto per gram	240,000	198,238	-17%	1,020,000	325%
Ecto species*	5	3	-40%	3	-40%
Tricoderma per gram	100000	1,320,000	1220%	26,431,000	26331%
Species of Trichoderma	2	6	200%	6	200%
Beneficial Bacteria	NONE	881,000	100%	16,320,000	100%
Soluble Sea Kelp	NONE	11%	100%	4%	100%
Humic	NONE	22%	100%	2%	100%
Soluble Yucca	NONE	7%	100%	4%	100%
Horta-Sorb Polymer Gel	NONE	29%	100%		

*Two species listed on packaging of Plant Success are NOTectomycorrhiza species.

	Plant Success Soluble	DIEHARD Injectable	Difference	DIEHARD DRENCH	Difference
Price/lb.	\$64.97	\$75.00	15%	\$45.00	-31%
Endo per gram	56	220	293%	110	97%
Endo species	7	7	NONE	7	NONE
Ecto per gram	3,300,000	6,057,269	84%	22,026,432	567%
Tricoderma CFU's per gram	NONE	105,726,872	100%	6,607,930	100%
Species of Trichoderma	NONE	6	100%	6	100%
Beneficial Bacteria CFU's per gram	NONE	70,484,581	100%	4,405,286	100%
Soluble Yucca	NONE	17%	100%	17%	100%

*Two species listed on packaging of Plant Success are NOTectomycorrhiza species.

Product Comparisons - DIEHARD and M-Roots
March 31, 2003

TRANSPLANT	M-Roots	DIEHARD Tranplant	Difference
INGREDIENTS:			
Rate per 2 inch caliper tree	3 lbs.	1/2 lb.	-83%
ENDO per 2 inch caliper tree	3600	2750	-24%
ECTO per 2 inch caliper tree	90000	45000000	49900%
Gel per 2 inch caliper tree	NONE	65	100%
Yucca %	NONE	7%	100%
Sea Kelp Meal %	Not Disclosed	11%	
Humates %	Not Disclosed	22%	
CFU's Beneficial Bacteria Per Inch Caliper	NONE	10000000	100%
CFU's Trichoderma Per Inch Caliper	NONE	150000000	100%

FLOWER BED	M-Roots	DIEHARD Flower Bed	Difference
INGREDIENTS:			
Rate per 100 sq. feet	5 lbs.	3 lbs	-40%
ENDO per 100 sq. feet	6000	28216	370%
ECTO per 100 sq. feet	90000	0	NOT NEEDED*
Yucca %	NONE	1%	100%
Sea Kelp Meal %	Not Disclosed	33%	
Humates %	Not Disclosed	14%	
CFU's Beneficial Bacteria Per 100 sq. ft.	NONE	277200000	100%
CFU's Trichoderma Per 100 sq. ft.	NONE	415800000	100%

*Flower/Annuals do not associate with ECTO.

TURF	M-Roots	DIEHARD Turf	Difference
INGREDIENTS:			
Rate per 100 sq. feet	10	2	-80%
ENDO per 100 sq. feet	12000	9111	-24%
ECTO per 100 sq. feet	440000000	0	NOT NEEDED*
Yucca %	NONE	1%	100%
Sea Kelp Meal %	Not Disclosed	26%	
Humates %	Not Disclosed	22%	
CFU's Beneficial Bacteria Per 100 sq. ft.	NONE	320000000	100%
CFU's Trichoderma Per 100 sq. ft.	NONE	480000000	100%

Turf does not associate with ECTO.

STARTER MIX	M-Roots	DIEHARD Starter Mix	Difference
INGREDIENTS:			
Rate per cu. yd. in lbs	10	2	-80%
ENDO per per cu. yd	12000	72208	502%
ECTO per 100 sq. feet	440000000	2000000000	355%
Yucca %	NONE	4%	100%
Sea Kelp Meal %	Not Disclosed	19%	
Humates %	Not Disclosed	2%	
CFU's Beneficial Bacteria Per per cu. yd	NONE	16000000000	100%
CFU's Trichoderma Per per cu. yd	NONE	24000000000	100%

Information used is from PHC data available on the internet and at trade shows.

©2003 by Horticultural Alliance, Inc., Box 5744, Sarasota, FL 34277, All Rights Reserved
Information offered in Good Faith and believed to be accurate.
PHC product names belong to Plant Health Care, Pittsburgh, PA. 15238
DIEHARD™ trade name owned by Horticultural Alliance, Inc., Sarasota, FL 34240

Components/Products

**Product Comparisons - Bio/Organics
September 15, 2003**

	Bio/Organics	DIEHARD	Diff.	Actual Diff.*
Cost per pound				
INGREDIENTS:				
Endomycorrhiza per cc	Endomycorrhiza	Endo Starter		
Polymer Gel %	\$25.00	\$22.83	-8.7%	
Yucca %	50	75	50%	
Sea Kelp Meal %	0%	4%	100%	0%
Humates %	Unknown	4%		0%
CFU's Beneficial Bacteria Per cc	Unknown	12%		
CFU's Trichoderma Per cc	Unknown	4%		
	None	15680000	100%	
	None	23520000	100%	