

## PRESS RELEASE

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### Prayon and HortiMaX join forces to improve irrigation

**Prayon, a Belgian company with a global turnover of €815 million, has entered into a collaborative arrangement with HortiMaX, a company based in the Netherlands. Over the next few months, both companies will work together on a number of international projects to demonstrate the effectiveness of two new fertilisers developed by Prayon, Monoammonium phosphate (MAP) and Monopotassium phosphate (MKP) Hortipray® Anticalc, using the HortiMaX Irrigation Checker.**

#### **The effectiveness of Anticalc**

The basis for the collaboration is the fertilisers with the Hortipray® Anticalc label from Prayon. Anticalc prevents deposits of limescale and certain phosphates in irrigation pipes. This reduces the risk of blockages and uneven irrigation, as well as prevents the growth of bacteria. It also extends the lifespan of the pipes. These benefits will be welcomed by any grower. Kurt Verhelst, Business Development Manager of Prayon's Horticulture Division, said: 'Developing a new fertiliser is all well and good, but you still need to demonstrate how effective it is. The HortiMaX Irrigation Checker was the tool we were looking for to do just that.'

#### **International projects**

The companies are currently looking to set up projects in countries that are known for their hard water. To this end, discussions are being held with growers in countries, such as Poland, Turkey, Mexico and Spain. The aim of the projects will be to perform various measurements in a greenhouse block applied with conventional fertilisers and a block applied with Hortipray® Anticalc fertilisers over a period of two months. By comparing the results, the companies will aim to show the benefits of Anticalc.

#### **Complementary**

Michiel Suurmond, the Product Manager of the Water and Nutrition Department at HortiMaX, said: 'Fertilisers and automation are inextricably linked. In addition to operating in the same countries, Prayon and HortiMaX complement each other. We need to look at the system as a whole in order to make innovations possible.' Both Prayon and HortiMaX contribute to improvements in irrigation and the more efficient use of water and fertilisers, which is a hot topic in international horticulture today.

#### **Note to editors, not intended for publication**

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#### **More information**

Information on [HortiMaX](#)

Information on HortiMaX [Irrigation Checker](#)

Information on [Prayon](#)

Information on Hortipray® [Anticalc](#)

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**About Prayon**

Prayon is a fully integrated global phosphate producer headquartered in Belgium, with manufacturing operations in Belgium, France and the United States. Jointly owned by OCP (Morocco) and SRIW (Belgium), Prayon manufactures and markets an extensive range of purified phosphoric acids, phosphate salts and fluorine products that are used in food, fertilisers and a range of industrial applications. Prayon's Hortipray® brand covers a full range of water-soluble fertilisers designed to meet all growers and distributors' needs (Monoammonium Phosphate, Monopotassium Phosphate, Potassium Nitrate, Calcium Nitrate, Magnesium Sulphate...).

**About HortiMaX**

HortiMaX's continual aim is to increase the profitability of its customers by offering intelligent, innovative and user-friendly turnkey solutions in commercial horticulture. These solutions can be divided into Growing Solutions (i.e. climate, irrigation, nutrition, water disinfection and energy management systems), Business Solutions (i.e. labour & productivity systems) and Global Solutions (i.e. worldwide turnkey projects), which HortiMaX provides throughout the world with a team of dedicated and expert staff. Thanks to its wide range of products, HortiMaX is able to offer a suitable solution for virtually any application.