



KALO



# ADVANCED SEED CARE SOLUTIONS

## imPRESS™

**imPRESS<sup>iR</sup>**  
IMPRESS iR is infused with a red colorant.

**imPRESS<sup>iP</sup>**  
IMPRESS iP is infused with a purple colorant.

*Bringing the Promise  
of Every Seed To Life™*



# imPRESS™

PATENT PENDING

REDUCE DUST-OFF & IMPROVE SEED FLOW



IMPROVES SEED TREATMENT COVERAGE & REDUCES DUST-OFF

IMPRESS Is Labeled For  
Use On Cereals\* Such As:  
Wheat•Barley•Oats•Rye•Triticale

\*The initial release of this product is for use on cereals only. IMPRESS has been fully tested and approved for use on cereals and validated to be safe for use on these crops.

IMPRESS KEEPS MORE  
PRODUCT ON THE SEED!

- Improved Opportunity for Performance
- Less Worker Exposure to Treatment Dust
- Better Environmental Stewardship

Standard Pre-Mix Wheat Seed Treatment



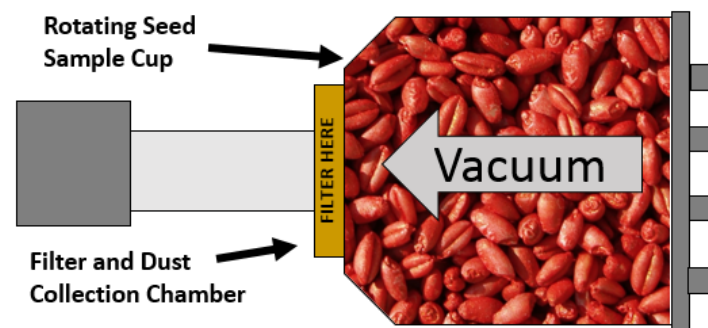
WITHOUT IMPRESS

WITH IMPRESS

Seed Treated with  
**IMPRESS** looks and  
flows better with much  
less fugitive dust during  
handling and planting.

## DUST-OFF TESTING METHOD

Seed samples are tumbled under vacuum;  
a filter catches dust that escapes the seed.  
Residue collected on the filters IS analyzed for  
levels of active ingredient captured.



## PROVEN DUST-OFF PERFORMANCE

Dust Collected on Test Filters



TEST FILTERS WITHOUT IMPRESS™

Wheat Hulled Barley Hulless Barley Oats



TEST FILTERS WITH IMPRESS™

TEST RESULTS	IMPRESS REDUCED DUST-OFF OF ACTIVE INGREDIENTS BY:
WHEAT:	97.0%
OATS:	93.3%
BARLEY (hulled):	82.4%
BARLEY (hulless):	80.4%

Seed treatments with IMPRESS substantially  
REDUCED SUSCEPTIBILITY TO DUST-OFF!

Improves Treatment Coverage, Reduces Dust-Off  
and Increases Color Intensity

imPRESS™  
With Color Infusion



imPRESS iR™  
IMPRESS iR is infused with a red colorant.

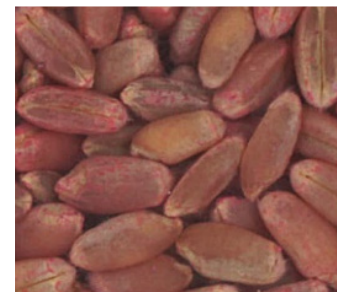


imPRESS™



imPRESS iP™  
IMPRESS iP is infused with a purple colorant.

ADDED COLOR AND VALUE WITH COLOR-INFUSED IMPRESS\*



Premixed Red Fungicide/  
Insecticide **WITHOUT** IMPRESS iR

## COLOR & COVERAGE

Color-infused IMPRESS iR enhances the  
color intensity of pre-colored seed treatments.  
Use IMPRESS iR as a convenient color and  
coverage additive with tank-mixed cereal seed  
treatments requiring the addition of a colorant.



Premixed Red Fungicide/  
Insecticide **WITH** IMPRESS iR

*Rates should be adjusted to obtain the desired coverage and performance based upon the seed  
size, seed coat, total slurry mix volume, and seed treatment application equipment.*

IMPRESS SUGGESTED USE RATE WITH PRE-COLORED SEED TREATMENTS:	0.75 - 1.0 oz. per 100 lbs of seed.
IMPRESS iR SUGGESTED USE RATE WITH PRE-COLORED SEED TREATMENTS:	1.5 - 1.75 oz. per 100 lbs of seed.
IMPRESS iR SUGGESTED USE RATE WITH TREATMENTS REQUIRING THE ADDITION OF A COLORANT:	2.0 - 2.25 oz. per 100 lbs of seed.
IMPRESS iP SUGGESTED USE RATE WITH PRE-COLORED SEED TREATMENTS:	1.25 - 1.5 oz. per 100 lbs of seed.
IMPRESS iP SUGGESTED USE RATE WITH TREATMENTS REQUIRING THE ADDITION OF A COLORANT:	1.75 - 2.0 oz. per 100 lbs of seed.

\*IMPRESS, IMPRESS iR, and IMPRESS iP are NOT available for distribution in the states of ID, MT, OR, UT, WA and Western WY.  
Contact KALO (sales@kalo.com) for more information.



Beginning in 2016 Impress is Available for Purchase  
in all Regions Except the Pacific Northwest

**imPRESS**<sup>TM</sup>

Patent Pending Seed Treatment Additive

*Impress is not available for purchase in  
Washington, Oregon, Idaho, Montana, Western  
Wyoming, or Northern Utah*



**KALO**



13200 Metcalf Ave., Ste. 250  
Overland Park, KS 66213



800-255-5196



sales@kalo.com  
www.kalo.com



441 E. Lucas Street  
Russell, KS 67665



877-248-6742



www.agrileadinc.com

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