

maxcel[®]
Plant Growth Regulator

The Bigger Thinner™





MaxCel® Plant Growth Regulator – The Bigger Thinner™

Thinning is recognized as one of the most important components of commercial fruit production. Pome fruit growers know that too many apples or pears on the tree results in small fruit size, poor quality and a reduced crop next year because of alternate bearing.

Now apple and pear growers have an effective tool to create a successful thinning program for increased fruit size and reduced alternate bearing — MaxCel® plant growth regulator from Valent BioSciences Corporation.

MaxCel® is a thinning and sizing agent proven efficacious in extensive research and field trials around the world, and is now registered in more than 13 countries. MaxCel® does more than simply thin fruit: its active ingredient, 6-benzyladenine (6-BA), also **increases fruit size**, beyond the direct thinning effect, and reduces alternate bearing. The improved formulation of MaxCel®, with a built-in surfactant and safer solvent, maximizes 6-BA coverage and absorption.

The bottom line — MaxCel® reduces hand-thinning, improves fruit size, improves fruit quality, and reduces alternate bearing, thus increasing growers' returns.

MaxCel® Preferentially Thins Lateral Fruits

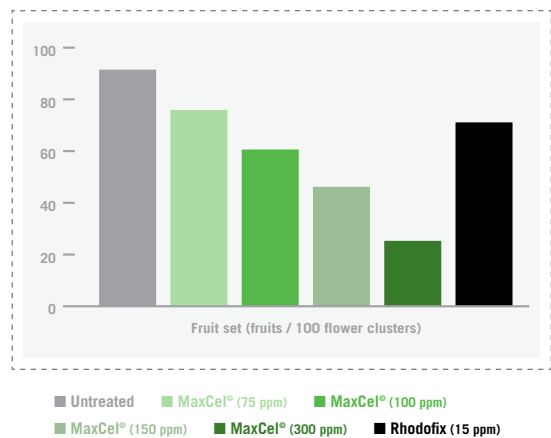
MaxCel® Thinning Effect – Fuji - South Africa



MaxCel® Thinning Effect – Golden Delicious - South Africa



MaxCel® Thinning Increases with Higher Rates – Golden Smoothie - Girona, Spain 2005



MaxCel® Plant Growth Regulator – Key Benefits

MaxCel® delivers a full range of benefits as a key component of fruit thinning and sizing programs for most apple and pear cultivars.

MaxCel®:

- Reduces hand-thinning costs
- Preferentially thins lateral fruits
- Increases fruit size beyond the thinning effect as a result of enhanced cell division
- Promotes cell division and fruit growth, even under heavy crop loads
- Improves pack-out and marketable yield
- Improves return bloom
- Does not mark or misshape fruit
- Does not stress the tree or cause stunting of the fruits, even over multiple years of use
- Is compatible with IPM programs

Most important, MaxCel® provides an excellent return on investment.

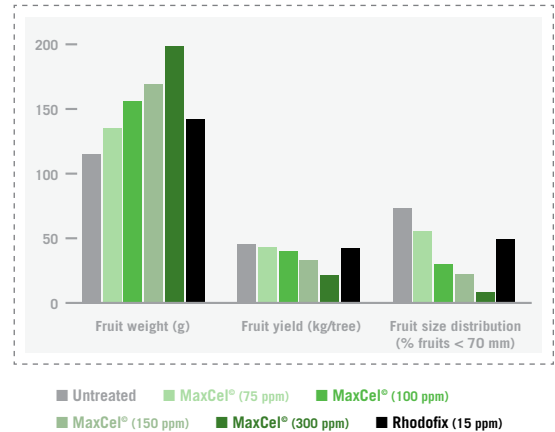
Many Additional Attributes

As a state-of-the-art thinner and sizer, MaxCel® features an improved formulation, with a built-in surfactant for maximum results under most field conditions.

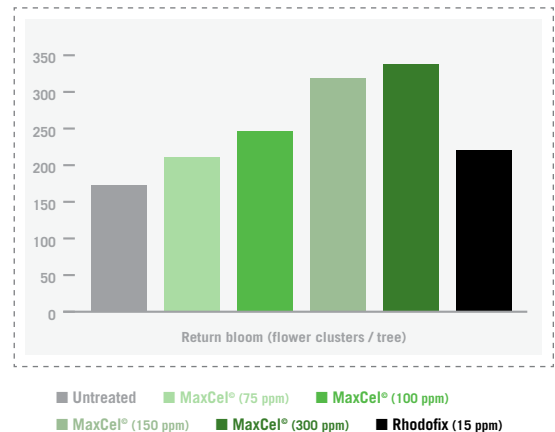
MaxCel® Attributes for Apples and Pears

- Effective over a wide application window (7-15 mm)
- Best option to increase fruit size among all available thinners
- Does not increase the incidence of pygmy fruit
- Can be tank-mixed with other thinners, such as NAA or carbaryl
- The label supports use rates that deliver strong and consistent thinning responses
- Thinning and sizing responses are rate dependent
- May increase fruit firmness due to the cell division effect
- Will not over-thin under low natural fruit-set conditions
- Does not need surfactants or other adjuvants

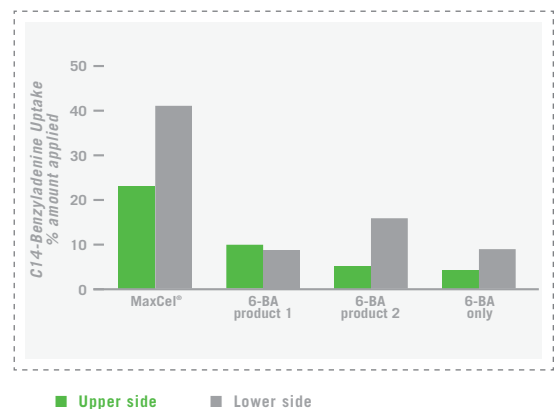
MaxCel® Increases Fruit Size and Yield – Golden Smoothie – Girona, Spain 2005



MaxCel® Improves Return Bloom – Golden Smoothie – Girona, Spain 2005



MaxCel® Increases Uptake (6-BA) – Golden Delicious Apple Leaves



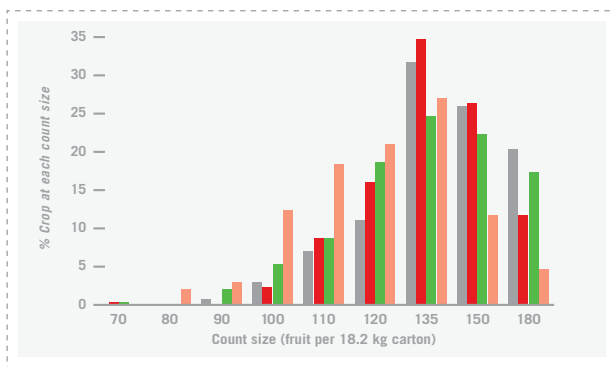


Use The Bigger Thinner™ With Confidence

MaxCel® plant growth regulator from Valent BioSciences® is a proven thinner that's unique in its ability to increase fruit size in two ways: directly, through the thinning effect, and also by increased cell division.

MaxCel® is a key component in thinning and sizing programs for most apple and pear cultivars. Promalin® and MaxCel® can be used in a thinning and sizing program on Galas (or other varieties) to improve fruit size and packout. MaxCel® is supported by Valent BioSciences Corporation's experienced group of research, development, formulation and marketing experts; therefore, growers can use this product with confidence.

Promalin® and Cylex® Plant Growth Regulators used in a Thinning and Sizing Program on Brookfield Gala (size distribution) - Hawkes Bay, NZ 2004



Cylex® is an alternate brand for MaxCel® in other countries.

■ Untreated ■ Promalin® ■ Cylex® ■ Promalin®+Cylex®

Valent BioSciences Corporation: Our Commitment

The addition of MaxCel® to our product line is another example of Valent BioSciences' commitment to helping growers increase the value and marketability of their crops. For more information about MaxCel® and our full line of products, please visit our web site at www.valentbiosciences.com.

MaxCel® Return on Investment – Pink Lady - Marsillargues, France 2003

Treatments	Fruit / 100 clusters	% Fruit > 70 mm	Gross Income (€ / Ha)
Untreated	120.4a	13.0d	15,592
NAA (15 PPM)	56.5b	36.6c	19,307
MaxCel® (100 PPM)	47.2bc	60.9b	22,969
MaxCel® (200 PPM)	40.7bc	69.8ab	24,366
MaxCel® + NAA (80 + 10 PPM)	32.2c	69.7ab	27,261

NOTE ABOUT USE RECOMMENDATIONS

Refer to the approved MaxCel® label for each specific country for the exact use recommendation (rate, timing, water volume, etc.).

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