

THE PLANT SHOPPE LETTER- BRUCE CAVEY
(Re-Typed)

To: Rick Irwin

Wednesday
14th/1/1994
Actually 1994

Having been in the retail garden field for the past fourteen years, I've followed various trends and new product lines with both enthusiasm and skepticism.

Being the avid gardener that I am, new products to enhance my fifteen theme gardens is of great value and benefit to my time schedule. Reading the information on Hydretain, I was very interested to experiment!!

This past Spring '94 and Fall '93 in particular were dry and below normal rainfall in north Florida. Planting is high on my list for this time of the year, so my normal procedures were followed but i took my own trials one step further.

I planted four variegated Hydrangeas "Mariesii" in the front of my camellia garden which gets full sun in the afternoon. Following the instructions I watered well all four and used Hydretain on only two of them.

Almost one week followed before those without the product showed signs of stress, sun scorch and flower head collapse. Those with the product were vibrant, rooted and putting out new vegetation as well as flower bloom! To add to this trial I noticed more than usual care on those two who didn't receive the product, throughout this past summer into fall!

I've since used Hydretain on any item planted in my garden or at the Plant Shoppe where I am manager - whether it be tree, shrub, perennial,.... and have recommended to numerous clients - some have used it on interior foliage plants in an atrium, who would be gone on vacation for 4-6 weeks. They were very excited and thrilled when they returned!!

A great Xerascaping tool and labor saver too!

Most Sincerely,
Bruce Cavey



The Plant Shoppe

5416 N.W. 8th Avenue
Gainesville, Florida 32605
(904) 374-4545

To: Rick Krum

Wednesday, December
14TH, 1993

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A great Xmas gift and labor saver too!

Most Sincerely,
Alice Carey