

INTRODUCING
MaTri
DoseRight

Choose your dose rate.
Control your cost.



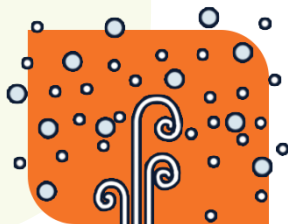
CUSTOMIZE YOUR DOSE RATE WITH THE MATRI DOSERIGHT SYSTEM

Many factors can influence the rate of application on produce. The MaTri DoseRight system allows you to select the right dose rate for your situation, get the best outcome for your fruit and control cost.

HOW IT WORKS:



CHOOSE YOUR PREFERRED DOSE RATE OF MATRI POWDER OR TABLETS



MAKE APPLICATION



CONFIRM SUCCESS INSTANTLY WITH MATRI SURE

APPLY ONLY WHAT YOU NEED

The standard label rate is 1 PPM (1,000 PPB), however, there may be situations where 1,000 PPB is not necessary.

Utilizing the **MaTri DoseRight Calculator**, the rate can be customized to your specific needs at the time of application.

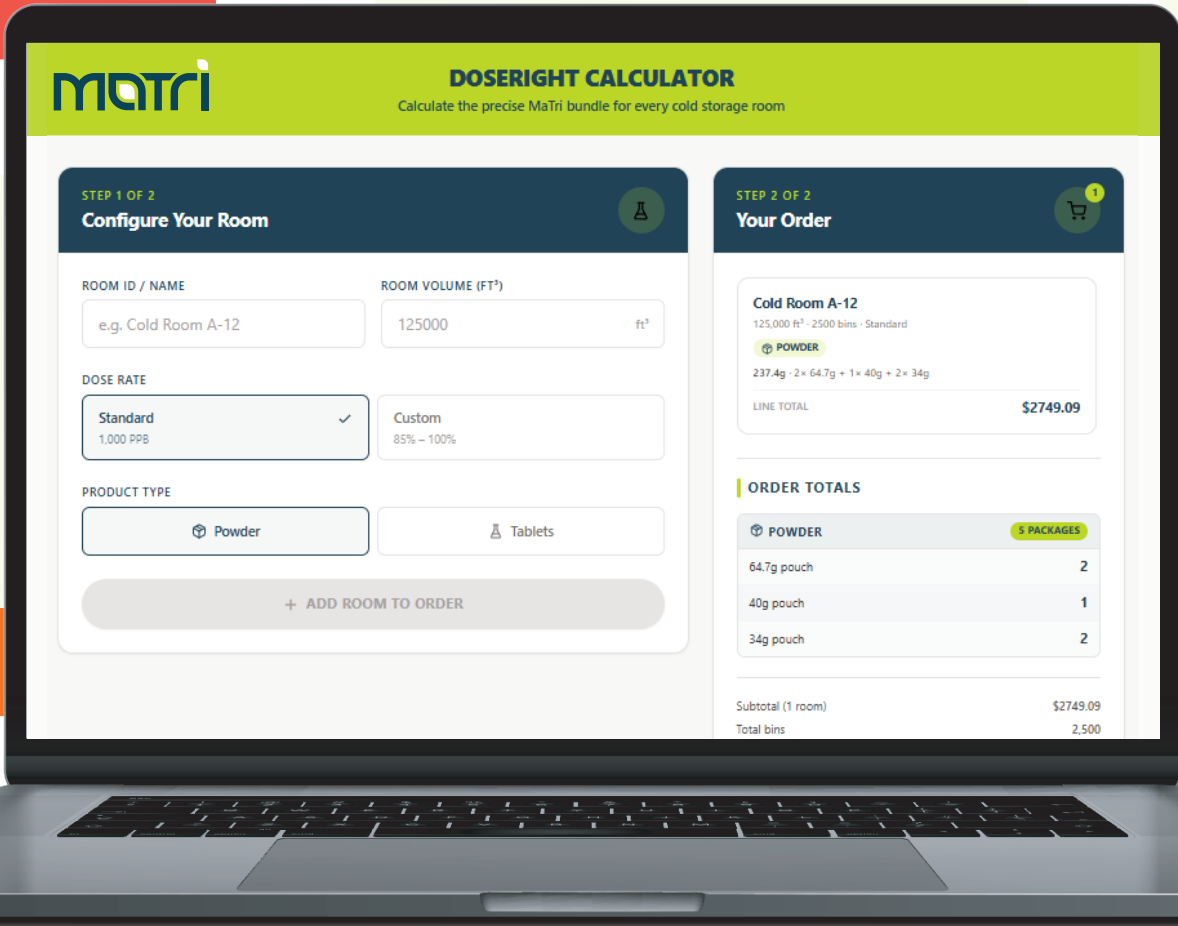
Now you have the autonomy to select the right rate for your fruit, reduce wasted resources and control cost.

FACTORS AFFECTING APPLICATION RATE

- Apple cultivar
- Pre-harvest treatments (PGR's)
- Fruit condition (pressure + starch)
- Average fruit size
- Length of storage, marketing schedule
- Mixed rooms, multiple applications
- Harvest timing
- Engineering, room integrity
- Additional post-harvest applications (DPA, fungicides)
- Market volatility
- Utilization

THE DOSERIGHT SYSTEM: DISRUPTING HISTORICAL BUSINESS MODELS

- ✓ **RATE AUTONOMY** using the MaTri DoseRight Calculator
- ✓ **PRODUCT-BASED PRICING** instead of bin-based model
- ✓ **RISK MANAGEMENT** with MaTri Sure, a confirmation tool that provides instant feedback to the dose effectiveness
- ✓ **NO RECONCILIATIONS** at season-end



To learn more or place an order visit ma-tri.com or contact Keith Culver at 585.738.2189 or Keith.Culver@freshinset.com.

