

Your Profile® High Performance Mulch Questions Answered

Conversion

- **Which brands are being converted?**
 - We are phasing out Conwed Fibers, Terra-Mulch, Second Nature, Enviro Fibers, Hydro-Spray and SoilCover. These products will still be available for a limited time during the conversion to Profile High Performance Mulch.
- **When will the rebrand occur?**
 - This will be a rolling change to effectively and efficiently exhaust current packaging. We anticipate new cellulose products will be available as soon as February 2020, with wood and blends following not long after.
- **Is my mulch changing? Is the quality of the product the same?**
 - If you purchased Second Nature or Enviro Fibers brands, you will notice a change as Profile High Performance Mulch is made from our proprietary Thermally Refined® wood fibers in a unified family of mulch products. Profile High Performance Mulch is the highest quality base mulch in each of their respective categories.
- **Will I have to find a new distributor?**
 - No, if your preferred distributor carried Conwed Fibers, Terra-Mulch, Second Nature, Enviro Fibers, Hydro-Spray or SoilCover, they will now carry Profile High Performance Mulch.
- **Will the process of how I purchase mulch change?**
 - You will still order mulch from your distributor.
- **How does this change affect me and my business?**
 - The new line provides a reliable, uninterrupted supply of the industry's most comprehensive line of hydraulic mulch products backed by a team of technical advisors ready to provide on-site assistance.
- **Will there be a price increase?**
 - No price increase is anticipated for Profile High Performance Mulch.
- **Will Profile handle state registrations?**
 - Profile will continue to handle all state registrations and product equivalency letters. Please contact your Profile sales representative for any assistance.
- **Why is this happening now?**
 - This effort is the result of numerous product lines Profile has acquired and upgraded over the years, which contractors and engineers found to be confusing. This new streamlined effort eliminates the confusion while still providing the highest performing mulch products on the market.

Product Performance and Use

- **Why is Profile High Performance Mulch better than other hydraulic mulches?**

- Every product in the Profile High Performance Mulch line is designed to deliver the highest level of performance in each of their respective categories.

Profile's wood mulch is made from 100 percent recycled virgin wood chips that are Thermally Refined® in a patented process that creates fine, long and highly absorbent wood fibers. These engineered fibers are the source of Profile's superior quality, providing you with better yield and better coverage that leads to faster germination and establishment. Other mulches are typically created using an atmospherically refined wood process, which creates shorter, coarse fibers that significantly impact yield, coverage and water-holding capacity.

Profile's cellulose mulches are the cleanest, most consistent cellulose mulch available. Every batch is made with 100 percent, grade-A recycled paper and is metered throughout the creation process to ensure our stringent standards and quality control processes are met.

- **Is Profile High Performance Mulch suitable for all regions/climates?**

- Yes. Profile High Performance Mulch can provide erosion control for applicable project sites in climates all around the world.

- **Is Profile High Performance Mulch safe for the environment?**

- Profile High Performance Mulch is made from recycled virgin wood chips and grade-A recycled paper. In fact, through the years, Profile Products has recycled over two billion pounds of wood and paper, removing it from the waste stream and productively returning it to the natural environment.

- **How do I know if I should choose wood, blend or cellulose mulch?**

- The same product usage guidelines will apply. Please refer to product selection chart:

Profile® | High Performance Mulch

PRODUCT	APPLICATION	SLOPE	CONTINUOUS MAX. SLOPE LENGTH* (without slope interruption devices)	CONDITIONS	APPLICATION RATE lb/ac (kg/ha)
Wood Fiber Mulch	Erosion Control	≤ 4H:1V > 4H:1V and ≤ 3H:1V	20 ft (6.1 m)	Moderate	2,000 (2,240) 2,500 (2,800)
Wood Fiber Mulch with Tackifier	General Seeding	≤ 4H:1V > 4H:1V and ≤ 3H:1V	30 ft (9.1 m)	Moderate	2,000 (2,240) 2,500 (2,800)
Wood/Cellulose Blend	General Seeding	≤ 4H:1V > 4H:1V and ≤ 3H:1V	15 ft (4.6 m)	Mild	2,000 (2,240) 2,500 (2,800)
Wood/Cellulose Blend with Tackifier	General Seeding/ Reclamation/ Straw Tacking	≤ 4H:1V > 4H:1V and ≤ 3H:1V	20 ft (6.1 m)	Mild	2,000 (2,240) 2,500 (2,800)
Cellulose	General Seeding/ Reclamation/ Straw Tacking	≤ 4H:1V	15 ft (4.6 m)	Mild	1,500-2,000 (1,680-2,240)
Cellulose with Tackifier	General Seeding	≤ 4H:1V	15 ft (4.6 m)	Mild	1,500-2,000 (1,680-2,240)

Note: Using less than 2,000 pounds per acre (2,240 kg/ha) may compromise performance and results.
For applications on steeper slopes, the maximum slope length may need to be reduced based on actual site conditions.

More information on the differences between the mulch products is available at this link:
<https://www.profileevs.com/resources/article/hydraulic-mulch-important-differences-between-cellulose-and-wood-fiber-mulches-and-advanced-fiber>