

Medi + R: Fertile soil for your children too!

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The team of the Plovdiv-based company Medi+R is launching its commercial season with many news items. Agricultural producers from all over the country, invited to the annual technical seminar at the ultra-modern SPA Hotel Maxi in Velingrad, learned about the company's new project, whose portfolio includes innovative products for environmentally friendly agriculture.

Special participation in this high-level professional meeting was taken by Mr. Georg Hechenbichler, owner and CEO of the Austrian company Hechenbichler GmbH, Mr. Otmar Nolz, the company's Sales Manager for Europe, and Mr. Raffaele Berardi, CEO for Southeast Europe of the Spanish agrochemical company Tradecorp, whose foliar fertilizers will be marketed in Bulgaria by Medi+R.

Let us begin with the news. The Austrian company Hechenbichler GmbH, manufacturer of the well-known in Bulgaria **Amalgerol**, market leader in Bulgaria in the segment of biostimulants and soil conditioners, has opened a commercial representation for Bulgaria, Romania and Moldova. It is based in Plovdiv and its Managing Director is Mr. Ivan Rangelov. The company Medi+R is the only authorized dealer of the products **Amalgerol** and **Amalgerol Essence** for Bulgaria, Romania and Moldova. To the curious question from a professional point of view as to why the company Hechenbichler chose exactly Medi+R as its strategic partner, Mr. Hechenbichler himself replied: “Bulgaria is a target market for our company. We have been working with Medi+R for 13 years. We owe the popularity and leading positions of the Amalgerol sold so far in your country to Mrs. Maria Rangelova, owner and manager of Medi+R, and her team. Its market share is one of the largest in Europe. This achievement is by no means the result of chance or luck. Medi+R defined its strategy for positioning the product, tested it and proved over the years that it works perfectly in a competitive environment. The strength of the brand lies in the fact that Medi+R made a remarkable market breakthrough. In Bulgaria **Amalgerol** has committed customers who pay for content and quality.”

Today, Mr. Hechenbichler noted with great confidence, in partnership with Medi+R we are launching a large-scale project with the new **Amalgerol Essence**. We plan for Medi+R to transfer its business experience to two other countries – Romania and Moldova. Our commercial representation will bring additional dynamism, acceleration and conceptual impetus to the struggle for a worthy place in the new market destinations. Our expectations are high, emphasized Mr. Hechenbichler. We do not have a shred of doubt that Mrs. Rangelova and her team – all people with strong professional backgrounds – will manage to cope with this challenge.

What are the qualities and performance characteristics of **Amalgerol Essence**, which Medi+R will offer on the markets in Bulgaria, Romania and Moldova? **Amalgerol Essence** is a multifunctional, high-quality natural biostimulant for foliar application in cereal, oilseed, fruit and vegetable crops, and vineyards. Its formula contains 7 structural elements (two more compared to **Amalgerol**). The concentration of these elements is higher.

Plant hormones and organic hydrogen increase microbial activity in the soil and in particular mycorrhiza. This phenomenon represents a symbiotic relationship between the mycelia of various fungi and the roots of higher plants. The symbiosis is a perfect solution of nature for deriving mutual benefit for both sides. Mycorrhiza makes the nutrients in the soil more available and more easily assimilable by plants. Mycorrhizal plants are characterized by a much larger absorbing surface of the root system and greater resistance to diseases caused by soil-borne pathogens.

Mycorrhizal fungi use the carbohydrates synthesized by the plants. As a result of this specific symbiosis, a restructuring of soil aggregates is achieved, the soil water-air regime is improved and natural fertility is increased. Thus the annual application of **Amalgerol Essence** (for at least 3 years) leads to a reduction of soil resistance during tillage and this in turn results in savings of resources – fuel, spare parts, labour. To summarize: the effects of the natural phenomenon mycorrhiza, triggered by **Amalgerol Essence**, are multidirectional: it significantly increases the volume of roots and their absorbing capacity, multiplies several times the uptake of nutrients compared to normal conditions, breaks down into easily assimilable form water-insoluble forms of nitrogen, phosphorus, calcium, copper, zinc, acts as a powerful water pump, and supports the proper and balanced nutrition of plants.

Algae help retain water in the soil. Intensive mineral fertilization reduces humus content and the amount of water reserves. Algae are a natural mineral source that retains moisture in the soil and ensures a good harvest even under severe drought conditions.

Antioxidants are molecules that neutralize stress. Prolonged periods of climatic anomalies – cold, frost, drought, extremely high temperatures – seriously stress plant organisms, damage plants at the molecular level and reduce yield. Antioxidants stop the damage!

The extract of alpine herbs in an emulsion (oil-in-water) strengthens plant immunity against fungal diseases and pests. It has been established that the surface application of **Amalgerol Essence** onto post-harvest residues contributes to their rapid decomposition in the soil, while at the same time reducing the risk of development of harmful microflora due to the herbal concentrates contained in the product.

The organic 3% nitrogen and 3% potassium oxide in **Amalgerol Essence** are key elements for the protein metabolism of young plants and their hardening. They are easily absorbed by the leaves.

The free amino acids in **Amalgerol Essence** quickly restore plant cell tissue. They accumulate energy in growth.

The additional bonuses of **Amalgerol Essence** are not to be underestimated. It contributes to easier access to nutrients in the soil due to the fact that the rate of diffusion of nutrients is highly variable. Phosphorus, calcium and magnesium in particular are difficult to reach by the small root system at the beginning of vegetation because they are poorly mobile. This leads to low growth rates and the need for more mineral fertilizer. The denser root system formed by the activity of **Amalgerol Essence** ensures better access to nutrients (nitrogen) and water, even when they are further away and less mobile (phosphorus and potassium).

Amalgerol Essence acts as an adjuvant, reduces plant stress when using post-emergence herbicides and lowers fertilization costs. It increases the uptake of mineral nitrogen fertilizer by plants by multiplying several times the activity of enzymes and converting inorganic forms of nitrogen into organic ones.

Amalgerol Essence is a product with a unique individuality and identity. It has no analogue in the world in terms of its simultaneous action in two directions – plants and soil. To what has been said so far we add: **Amalgerol Essence** is 100% degradable in the environment, 100% organic product, 100% GMO free.

With every passing day, good agricultural practices worldwide, including in our country, prove and demonstrate that plant protection against pests, stress in all its forms and manifestations, as well as the nutritional regime, are moving into a higher orbit. The tools for yield and risk management and for ensuring sustainable growth are constantly being improved and are changing in real time. Biostimulants and foliar fertilizers are no longer abstraction and science fiction, but a concrete necessity, an integral part of the technological formats for successful and profitable agriculture. The more observant have noticed that in this increasingly important, limiting segment Medi+R is at the crest of the wave. The slogan of **Amalgerol Essence** – FERTILE SOIL FOR YOUR CHILDREN AS WELL – is a highly responsible mission. And a signal to the market that the competitive race is now a battle of technologies, more precisely of environmentally friendly technologies.

What is the “armoury” of Medi+R in this large-scale clash of leadership ambitions? First of all, the unbiased commentator will note that Medi+R has very high professional expertise in the sensitive field of biostimulants and foliar fertilizers. This year’s selection of the company’s product portfolio sends sufficiently clear indications that it has the potential to keep the competition under pressure for a considerably long time. Medi+R assumes responsibilities and commitments for environmental protection. **Amalgerol**, a 100% natural product, has become recognizable and preferred by Bulgarian farmers thanks to the vision and infallible commercial instinct of Medi+R.

“**Amalgerol** fulfils high expectations; it is not just some expense, but a long-term investment,” says Mrs. Vasilena Rangelova, Marketing Manager of Medi+R. After building upon the main base, **Amalgerol Essence** will continue its victorious march on the markets in Romania and Moldova. On this occasion Mr. Hechenbichler stated specifically for the readers of the magazine “Plant Protection”: “Medi+R keeps pace with the market – it develops it, it creates demand. Medi+R does not hesitate for a second – it confidently sets out on the path of opportunities.” This assessment by the authoritative European businessman convincingly proves that under conditions of strong competition, highly professional competencies and the right choice are the basic starting point for success.

The team of Medi+R is provocative, bold and creative. The journalistic presence at the meeting in Velingrad saw that Medi+R magnetically attracts a very important audience. 90% of those present in the hall were young people. Here was the new generation in modern Bulgarian agriculture, part of the European agricultural space. The people who will determine the course of events in domestic production over the next 15–20 years are not enslaved by stereotypes, outdated views or dubious suggestions. These young people, with great interest and eyes wide open, are looking for what is new, high-quality and revolutionary. They are looking for the direct path to lasting success – smart, valuable solutions, strategies and products with a high degree of intensity, new territories for growth. They are not afraid to experiment and they trust innovative proposals.

Medi+R quite obviously has something to offer them!

You can read more details in issue 2/2019 of the magazine “Plant Protection”.