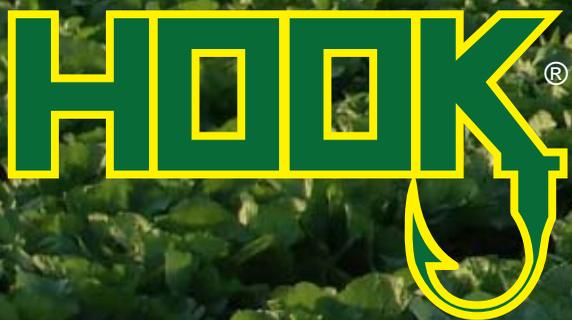


Problem:

Need better coverage from your spray mix?

Solution:



HOOK IS A NEW GENERATION:

- Activator
- Penetrant
- Sticker
- Deposition agent
- Spreader
- Wind drift control

A "multifunctional" adjuvant unlike any other on the market.

While an adjuvant is used to increase the effectiveness of chemicals in a spray mixture, **HOOK** is more!

With **HOOK**, you are spending less and getting more!

WHY?

HOOK is the only adjuvant that does all this!

- ✓ Adapts to the type of pesticide Solution used.... Zwitterionic
- ✓ Excellent Wind Drift Control
- ✓ Helps spray solution Stick to the target
- ✓ Optimizes Coverage and improves Penetration
- ✓ Reduces Droplet bounce-off
- ✓ Reduces Evaporation loss
- ✓ Reduces Foam
- ✓ Stays in suspension for more even coverage



Please read and consider the genuine "testimonials" in this brochure. They are from American farmers and growers from all across the country. They will confirm what we have said here.

If we can truly improve your crop management you will buy our product and recommend it. A good business is a partnership. We ask that you 'Try Hook' ...then..you will continue to "Get HOOK!" Thank You!!

Wouldn't you like to **REDUCE:**

- Fuel Consumption
- Your Valuable Time
- Soil Compaction

Today's competitive agricultural environment compels the grower to spend his money wisely. May we "Politely Suggest" the use of "**HOOK**" to your spray mix. This will save you at least one trip across the field.

Convinced HOOK® Users

ARKANSAS



RONNIE GEORGE
Cotton Farmer - Marvell, AR

"I started using HOOK with my Roundup and now I can take care of the yellow nut sedges and small morning glories, and it has helped with the mare tails. Also I believe I'm getting a better coverage."

GEORGIA



HUGHLYNN PAGE
Grower - Ellabell, GA

"I don't spray anything without HOOK because it wets so much better than other products. HOOK makes whatever you use more effective too so you don't need to apply the insecticides and herbicides as strong."

NORTH CAROLINA



ROBBIE UMPHLETT
Umphlett Farms - Gates, NC

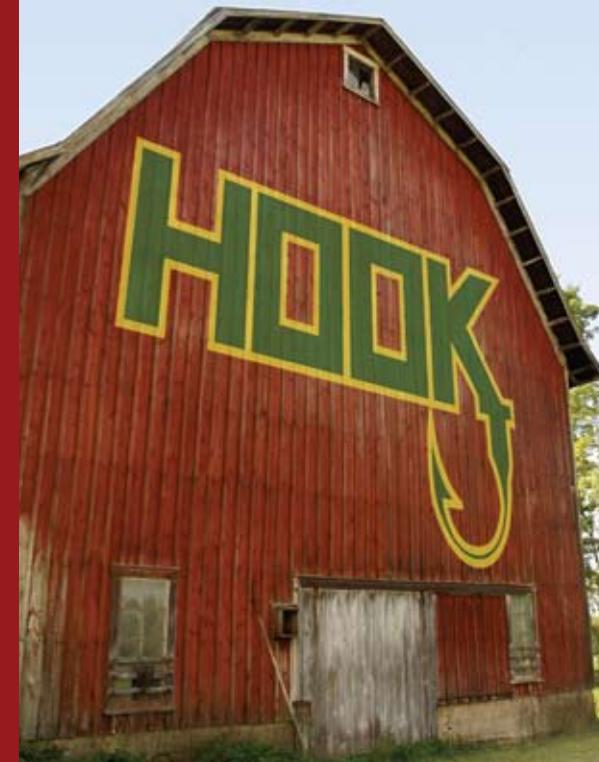
"We have seen improved control when HOOK is added to all our post herbicides. Nice to have a product that offers several benefits in one product."

ARKANSAS



JIM HUBBARD
Grain Farmer - Marvell, AR

"I was using a tank mix of Roundup and Classic on my beans and still not getting a good kill on my morning glories and other broad leaf weeds. I started using HOOK and am getting a good kill. Most of the time I can get by with one spraying, before using HOOK I always had to spray twice to finish cleaning up the field."



HOOK® is manufactured by:
Atlantic-Pacific Trading Company LLC
625 Plumas Street, Reno, Nevada 89509 • Ph: 559-737-2731

Revolutionary Product

Optimized Coverage

Improved Penetration

Enhanced Sticking Power

Hook is more than an adjuvant capable of **spreading** and **enhancing** chemical **penetration** into the plant. It is capable of making the active ingredients in your spray mixture behave as surfactants. Notice we said **surfactant(s)**.

Hook is a **zwitterionic** surfactant. (Yes, that's a real word). **Zwitterionic** surfactants have two ionogenic groups producing a cationic and an anion. They can be ampholytic and can behave as cationic, anionic, or non-ionic surfactant depending upon the pH of the solution. Hook **adapts** to the type of pesticide and spray solution used!

Why is this important?

Because of Hook's superior **adhesion** to plant surfaces, this improved **contact activity** means more efficient **spreading** and **penetrating** power to your active ingredient without adding a lot of soap.



DENNIS CHAMPION
Grower - Sylvester, GA

"We've used other chemical companies' products in the past, but we like HOOK the best. It works **faster**, it's **easier to mix** and it helps **spread** the material on the plants better. We've never put it in anything where it didn't work; **IT ALWAYS WORKS.**"

"I use HOOK with all my herbicide, insecticide, plant growth regulator and defoliant applications. I can really tell a difference with my Roundup application in cotton when I use HOOK. I get **better control**, **quicker results** and more consistent kill."



KEVIN LEWIS
Grower - Donalsonville, GA

Hook allows your **active ingredient** to become a surface tension reducing compound.

One of the benefits of this action is the fact that less actual surfactant is needed to reduce the surface tension to a desired level. Less chemical film on the plant allows the active ingredient to work like it should.

It also reduces the rate at which the **sticker** is washed away by run-off caused by rain or irrigation, thereby improving the performance of the pesticide.

Because Hook creates uniform droplets for better **deposition** you reap a dual benefit: more **efficient control** plus **longer time** of control.

And Hook provides excellent Lower Canopy Coverage coupled with **Excellent Wind Drift Control**.



EDDIE BUNCH
Consultant - Northeastern, NC

"Every chemical company has a similar product. HOOK is definitely the best. **IT GETS THE CHEMICAL DOWN INTO DENSE COVER CROPS** for kill of small weeds that previously would not have been controlled."

"Great **deposition agent** and really **speeds up** the herbicide activity."



NEIL BASS
Beechfork Farms - Edenton, NC

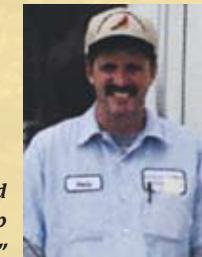
"**Excellent drift control**, makes herbicides **work faster** and I saw rainfastness with Roundup in 15 minutes."



GEORGIA

WES BRIGGS
Consultant - Bainbridge, GA

"On harder to control weeds like morning glory and nutsedge, I definitely see advantages to using HOOK. The **knockdown** activity is **quicker**, the **uptake is better** and it helps with **rainfastness**, too. HOOK has proven itself."



NORTH CAROLINA

PAUL ASKEW
Double A Farms Gatesville, NC

"**Best drift agent** I have ever used and it really **speeds up** herbicide kill."

Whether the leaf structure is:

Broadleaf • Grass • Waxy

Hook can handle the job. A plant's natural barrier to absorption is the leaf cuticle. This cuticle is a complex matrix of materials that vary in water solubility.

HOOK's wide range of penetration allows the active ingredient to penetrateeven waxy leaf cuticle.

The chemical will be attracted to the negatively charged leaf surface (waxy plant leaf surfaces are highly hydrophobic and have a negative charge) due to the unique composition of HOOK.

The chemical itself can act as a surfactant to help penetrate the crystalline waxy surface of the leaf.

The **sticking of fungicides** is also enhanced the nature of the fatty acid-amine surfactant generated. The complex formed carries a positive charge, and is attracted to the negative charge on the plant itself. The sticker maintains the contact, once contact is made.

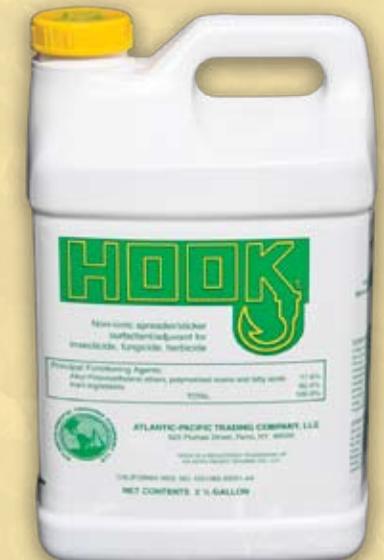


GEORGIA

VENTON "BUG" WYNN
Grower - Sycamore, GA

"If a product label recommends adding an adjuvant, we'll use HOOK with it every time. It **enhances** the results you get out of chemicals. If you put Roundup out alone, you won't get nearly the results you get from mixing it with HOOK."

Add "HOOK" Last!



HOOK® is a trademark of Atlantic-Pacific Trading Co. Roundup WeatherMAX™ and Roundup Original® MAX are trademarks of Monsanto Company.