



maxcel[®]



BETTER

thinning

BETTER

and more uniform
fruit size

BETTER

fruit weight

BETTER

return bloom

BETTER

returns



SUMITOMO CHEMICAL

MORE TOOLS, BETTER QUALITY

*The tools fruit growers trust to optimise
crop load and maximise returns*



INTRODUCTION

maxCel® is a second generation formulation of 6BA and replaces CyLex®. MaxCel is an effective apple fruit thinning and sizing agent, which can be used separately or within a thinning, sizing program with Cytolin® and other thinning agents. MaxCel increases fruit size, beyond the direct thinning effect due to its growth promoting action.

MaxCel is a strong return bloom agent which ensures even cropping in successive years. MaxCel represents a state-of-the-art, superior thinner and sizer featuring an improved formulation and proven efficacy in more than 10 countries.




maxCel® OFFERS A NUMBER OF KEY BENEFITS. THESE INCLUDE:

- Second generation 6BA (build-in surfactant) reduces the need for additional surfactants;
- Proven efficacy in more than 10 countries in the major apple growing regions around the world;
- Reduced need for hand thinning saving the grower time and money;
- Reliable fruit drop within 14 to 21 days allowing accurate assessment of fruit drop;
- Larger and more uniform fruit ensuring higher pack out;
- Promotion of return bloom providing more even cropping into the future.

GET THE BEST FROM maxCel®

To ensure success when using MaxCel there are a number of considerations. These include:

- Apply MaxCel in temperatures above 15°C before and after application. Maximum daily temperatures of 18°C or above for 2 or 3 days after application will increase the thinning effect;
 - Apply in a thinning program to trees that have been treated with a primary thinner;
 - Apply MaxCel when king fruitlets are between 7 and 10 mm in diameter;
 - Apply MaxCel with a properly calibrated sprayer that insures uniform and complete coverage of all foliage and blossoms by applying in a minimum volume of 1200 L water per hectare;
 - Apply to dry foliage when there will be at least six hours of drying time;
 - High relative humidity and slow drying conditions favor maximum absorption of MaxCel;
 - Best absorption and performance of MaxCel can be expected when applied to trees in a healthy and vigorous condition.
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NEW SECOND GENERATION FORMULATION

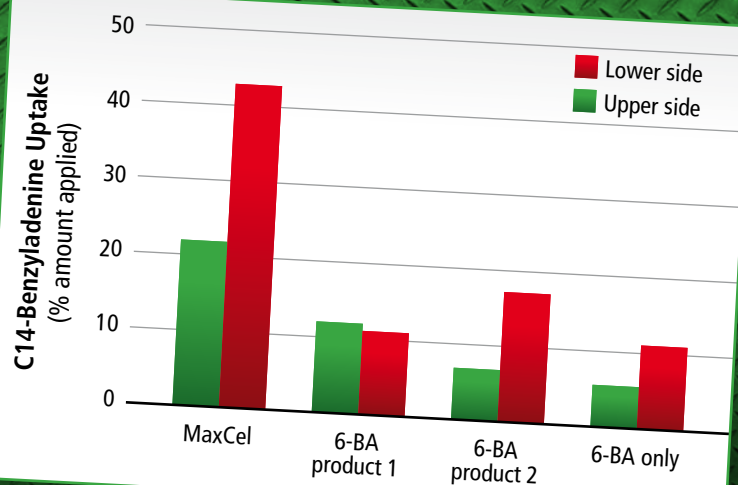
MaxCel is a second generation formulation with a build-in surfactant that supersedes CyLex. A key benefit to the grower is the reduced need to include additional surfactants when applying MaxCel.

MaxCel has been registered in more than 10 countries in the major apple growing regions around the world.

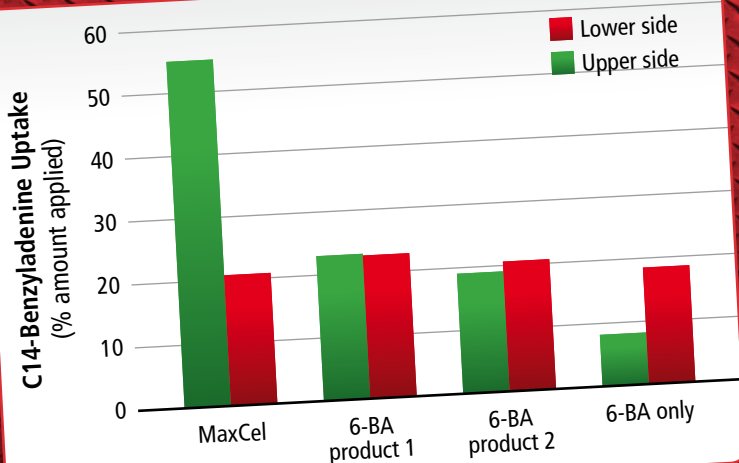
MaxCel studies undertaken on apple leaves indicate a better uptake of 6BA on Golden Delicious and Jonathan when compared to conventional 6BA formulations.



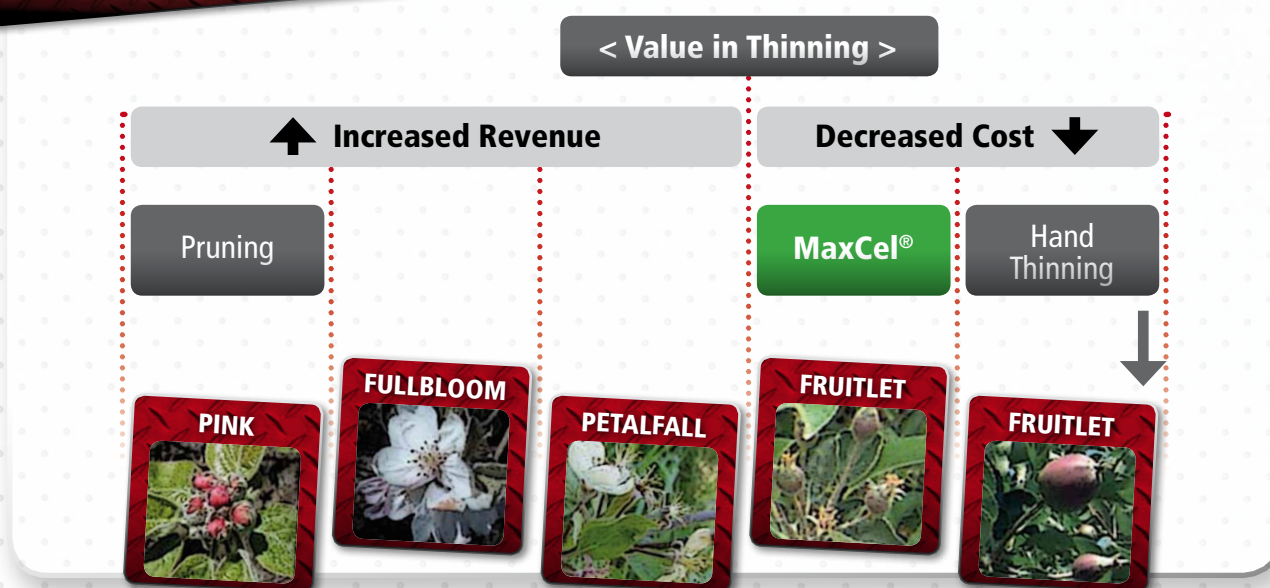
UPTAKE: GOLDEN DELICIOUS APPLE LEAVES



UPTAKE: JONATHAN APPLE LEAVES



MaxCel TIMING CHART



DIRECTIONS FOR USE

RESTRAINTS:

DO NOT apply when maximum daily temperature is likely to be less than 15°C. DO NOT apply later than 30 days after full bloom.

Crop	Rate	Critical Comments
Apple varieties: Fuji, Gala, Golden Delicious, Pink Lady, Red Delicious, Sundowner	9 L/ha in a minimum of 1,200 L/ha	Use as a secondary thinner after application of a primary thinner (such as NAA) at bloom. Increase water volume as canopy density increases. Apply when king fruitlets are between 7-10 mm in diameter. This normally occurs 10 to 25 days after full bloom. Spray on a day when the daytime temperature is increasing to a predicted daily maximum of greater than 15°C.

Refer to the label for complete instructions on how to apply MaxCel

maxcel®

For further information

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