



Cal-CM **PLUS**™

Concentrated Minerals



**More
Particles**

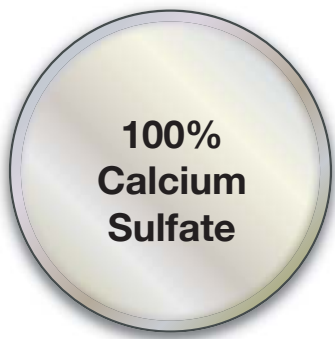
**Finer
Grind**

**Better
Coverage**

Variable Rate of Solubility for Timed-Release Action

Cal-CM Plus™ products are simply the finest in the industry. Since 1965 Art Wilson Company has sold more than 2 million tons of calcium products into the agriculture and growing industries. Our ability to become the largest supplier of prilled calcium products in the Western U.S. has been a result of countless satisfied customers using our high quality and efficacious products.

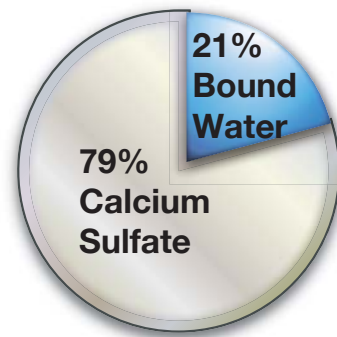
Thank you for your business and continued support!



Compare

Cal-CM Plus™ Concentrated Minerals

Gypsum



Cal-CM Plus™ is a blend of two forms of Calcium Sulfate: Anhydrite and Dihydrate (Gypsum).

Although Anhydrite and Dihydrate have different hardness indices, the solubility measured as the concentrations of calcium and sulfate of both minerals is approximately the same.

When adjusted to take into account the weight of the waters of hydration, the solubility measured as calcium and sulfate of Anhydrite and Dihydrate are essentially the same. The rate of solubility in calcium sulfate products is also related to particle size. Cal-CM Plus™ is more finely ground prior to prilling than most or all other gypsum-based products.

Cal-CM Plus™ contains a component of finely ground gypsum that dissolves and disperses quickly as well as a second component that provides a time release capability. The combination provides for more effective, sustained release of calcium sulfate over a longer period of time to provide a longer term supply of calcium and sulfate. This is especially beneficial in porous media and sandy soils.

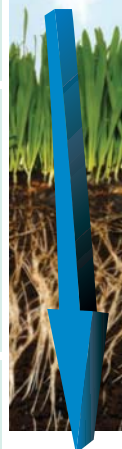
Most Gypsum products contain both Anhydrite and Dihydrate, but the Dihydrate form is more commonly present.

Gypsum is a softer material because it chemically contains 21% bound water in its molecular structure. Therefore it is a diluted form of calcium sulfate.

Most other gypsum manufacturers don't grind their base material to such a fine mesh size prior to prilling. The rate which various forms of calcium sulfate dissolve in water is most frequently linked to particle size. Larger particle size prior to prilling also provides fewer particles in each prill and can negatively affect the amount of dispersion of the prilled material.

Gypsum generally dissolves quickly and has little time release capability to provide a long-term benefit. Furthermore, gypsum has a lower calcium sulfate analysis and delivers less active ingredients than Cal-CM Plus™.

Gypsum



Less Long Term Benefit

Conclusions

Cal-CM Plus™ is a blend of the Anhydrite and Dihydrate (gypsum), and will always have a higher concentration of calcium than simple gypsum products.

Anhydrite and Dihydrate have different hardness indices but the solubility of both minerals is essentially the same when measured as the concentration of dissolved calcium and sulfate.

Cal-CM Plus™ is more finely ground prior to prilling than most or all gypsum products.

The combination of Anhydrite and Dihydrate gives Cal-CM Plus™ a dual release effect providing both an immediate and long-term release of calcium and sulfate.

Most gypsum products contain both Anhydrite and Dihydrate, but the Dihydrate form is prevalent and therefore will have a lower concentration of calcium.

Gypsum is a softer material because it chemically contains 21% bound water in its structure and therefore is a diluted form of calcium sulfate.

Most gypsum manufacturers don't grind their base material to such a fine mesh size prior to prilling.

Gypsum generally dissolves quickly and has a fast and immediate release with less long term benefit.

Cal-CM Plus™
Finer Grind
More Particles for Better Coverage
Immediate and Long Term Benefit

Gypsum
Coarse Grind
Less Dispersal
Dissolves Quickly
Less Long-Term Benefit

Cal-CM Plus™ offers numerous advantages that cannot be duplicated by basic gypsum products, no price premium is charged.