

MANUFACTURERS
SHARE THEIR
LATEST NEWS AND
CONVERSE ABOUT
THEIR PRODUCTS AND
TECHNOLOGIES

DEVELOPMENTS & DIALOG



Some of the Rock Hydroponics team (left to right):
Jeremy Gordon, Kris Kaminsky and Ash Day.

Before the people of Rock Hydroponics, developers of Rock Nutrients, found their way to the United States, the company started off in Adelaide, Australia, in search of something that would produce bigger, healthier crops. *Maximum Yield* got in touch with Ash Day (director), Jeremy Gordon (West Coast director of sales), Matt S. (East Coast director of sales) and Kris Kaminsky (product specialist) to gain some insight into what it takes to enter global markets. For Rock Hydroponics, it has involved years of dedication, tons of travel and key partnerships.



How did your business get its start? Who was behind the launch?

Rock Australia was founded in Adelaide, South Australia, in 1994. Rock was formed because we felt the products in the market at that point weren't providing good enough results. From the onset, our team wanted to find and provide good advice, straightforward products and produce bigger, healthier crops. The launch in the United States has been very much a joint effort. Our exclusive partnership with Hydrofarm has propelled us forward. It has allowed us to introduce our products and educate people of the benefits far more efficiently.

Can you tell our readers a bit about your company?

We at Rock Hydroponics have established a solid reputation for producing some of the best products on the market. Each product goes on a developmental journey, usually lasting several years, before the product is released. We develop unique plant nutrient and stimulant products by testing and tweaking in our lab to ensure all our products are as good as they possibly can be. Resinator, Fusion Bloom, Fusion Grow, Supercharge and Absorbalight are the result of many years work. In June 2011, Rock Nutrients were introduced to Hydrofarm at the San Francisco *Maximum Yield* show. The synergy between Rock and Hydrofarm was immediate. The Rock-Hydrofarm exclusive partnership was formed. Hydrofarm's long standing business reputation and highly developed logistical network, in conjunction with Rock's experience and expertise in the nutrient field, have created a concentrated effort that is hard to ignore. In just 18 months, Rock Nutrients are now stocked in close to 400 Hydrofarm stores, and each week this number grows.

What is Rock Hydroponics' philosophy?

Our philosophy is simple: test our products. We want our customers to be the judge. We prefer people put our products against any other bloom enhancers, base nutrients, foliar sprays or root accelerants, and see with their own eyes. We are confident in the results they will achieve against your existing regime. We are not saying we are better than anyone else; we are proving it. If you discover that our products give you better results than the products you are currently using, for less effort and less cost, the results should be an accurate measure. Open feedback helps us to better solve the problems real growers face. It helps us all to improve and leads to the development of products that make a real difference to the growers that use them. We know that growing strong, healthy plants is definitely not easy, but our company philosophy helps us continually improve. The success of our company and our long-standing reputation is a direct reflection of our growers' results and for everyone working with Rock. Next year, Rock will celebrate its 20th anniversary. We have stood the test of time and our business continues to expand. It feels great!

Who are the people behind your company?

In the United States, the Rock Nutrients-Hydrofarm partnership has grown much faster than any of us anticipated. Our team consists of a Ph.D. chemist who wrote a thesis called "Agricultural Sustainability in Soilless Culture" and a Ph.D. botanist who wrote the thesis "Plant Nutrition for Yield Management." I [Ash Day] am responsible for spearheading the expansion in to the United States and the rest of the world outside of Australia. Jeremy joined Rock to head the west coast expansion after managing the well-known Plant'it Earth group in San Francisco for 12 years. Matt joined Rock to head the east coast. Matt was a purchasing director for the well-known Superior Growers Supply and has had an opportunity to work and learn from a pioneer in our industry, Jeff Gibson. Hydrofarm's experience, support and advice also contributes significantly to introducing our product to consumers.

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Can you briefly summarize the products you manufacture?

Our entire range consists of just five bottles. Fusion Bloom and Fusion Grow are our one-part concentrated base nutrients. Supercharge, our root accelerant, Absorbalight, our foliar spray (with built-in penetrator) and Resinator, our flagship product, a stand-alone bloom enhancer. All products are 100% registered in 39 states. None of our products use the assistance of restricted ingredients. In fact, we have been audited, and our customers will find that there is no 6-benzylaminopurine, chlormequat chloride, paclobutrazole, daminozide, ohexadione or uniconazole detected in our products.



The Rock Hydroponics team travels extensively to share their products with the world, like they did here!



A Rock Hydroponics advertisement straight from the horse's mouth...uhm, head.

How do you educate the public about indoor gardening, and thus, keep the industry growing?

Our team travels extensively. Rock has three full-time employees and their primary focus is educating end-users about the benefits of using products to provide greater results. We also bring growing techniques that have stood the test of time from all corners of the globe. Our hands-on approach and experienced advice comes from people constantly testing and trying new ideas.

How does your company and employees get involved with your community?

A portion of Rock's profits are allocated directly to the accommodation and education of orphaned children. This long-term education process began when the Rock-Hydrofarm partnership commenced. It is in its early days, but we are pleased to mention that Rock has set-up accommodations and has employed a permanent caretaker in Lombok, Indonesia. We now house three children who are 100% financially supported and are receiving their education through Rock.

Do you have anything new and exciting in the research and development stage you are at liberty to tell us about?

This question is particularly interesting and the answer is a definite yes. Actually it is very difficult for us to hold back, but the reality is we want our basic line to be accepted and approved by growers across America before we consider introducing anything else. We are patient. Rock is a household name in Australia because our products deliver. We are a hard-working group of people who believe entirely in our product and how it helps a plant develop, and we are very thankful to be here talking about it with you now. 