



NEWS FOR IMMEDIATE RELEASE

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HELM Crop Nutrition Americas and SUL4R-PLUS Announce Exclusive Marketing and Distribution Partnership

Strategic relationship is set to deliver high-quality crop nutrition through advanced logistics and trusted distribution network

Tampa, Fla. (February 29, 2024) – When premium quality crop nutrition unites with a robust and well-organized delivery network, the entire crop supply chain benefits. So is the case with the announcement of a strategic partnership between HELM Crop Nutrition Americas and SUL4R-PLUS. HELM, a fertilizer storage and distribution company with assets across North America, will be the exclusive distributor of SUL4R-PLUS, a granular calcium-sulfate fertilizer proven to improve plant and soil health.

The partnership stems from increased retailer interest for quality fertilizer products like SUL4R-PLUS and the resulting growth required to meet volume and availability demands throughout the year. With customer profiles that overlapped and shared commitments to reliably deliver best-in-class products and services, the partnership is a natural opportunity for both companies.

“We are excited to bring a unique product like SUL4R-PLUS to our customers,” said Michael Peyton, president, HELM Crop Nutrition Americas. “Our 20 terminals strategically located across the country will ensure ag retail customers have this added-value crop nutrition option to deliver to their customers.”

“The exclusive partnership with HELM is a perfect match for SUL4R-PLUS,” said Terry Gill, President/CEO of SUL4R-PLUS. “We know our product is the highest quality calcium-sulfate available, and with HELM now distributing it, we elevate the consistency of product availability and improve sales support to our customers.”

As farmers continually demand high-quality fertilizer products that can support their efforts to improve soil health and maximize crop performance, ag retailers are looking for greater reliability and accessibility to the supply of these products. This partnership will provide logistics and distribution expertise that will create consistent

added value for North American ag retailers and their growers. Further, the two companies are aligned in providing strategic growth and support to customers.

“Both HELM and SUL4R-PLUS are family owned and family operated,” Peyton said. “The care and attention we provide our respective customers are the foundation of our businesses. With HELM’s sight set on expanding our portfolio of value-added crop nutrition products, SUL4R-PLUS was a simple choice for us. The opportunities and advantages this product provides ag retailers made it a smart business decision for HELM.”

“SUL4R-PLUS has been gaining traction in the marketplace for several years because of the quality of the granule and the results in the field,” Gill said. “We are adding manufacturing capabilities in southern Illinois in 2025, which will increase our production volume to 300,000 tons of product once completed. Having a partner like HELM who is proficient in logistics and dedicated to supplying customers with high-quality products in a timely manner is a perfect fit to expand the footprint for SUL4R-PLUS.”

Ag retailers can expect to work with the same HELM and SUL4R-PLUS sales representative as before. SUL4R-PLUS is currently available for retailers to meet spring demand.

For more information about SUL4R-PLUS, visit sul4r-plus.com. To see more about the capabilities and locations of HELM, visit us.helmcrop.com.

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About HELM

Helm Crop Nutrition Americas is a wholly owned subsidiary of HELM AG. HELM AG is a Hamburg, Germany, based, family-owned company established in 1900. With up to 100 subsidiaries and participations in more than 30 countries, HELM is one of the largest independent chemical companies worldwide. HELM is committed to providing solutions that help its partners to tackle the reduction of CO2 emissions and the loss of biodiversity. Through its global presence, the company also strives to create positive impact in local societies around the world. HELM’s partnerships in Lithium, bio-based BDO, and digital tools supporting an efficient agriculture are recent examples, which support that goal. HELM is active in the chemicals and energy materials industry as well as agriculture and pharmaceuticals.

About SUL4R-PLUS

Based in Louisville, Ky., SUL4R-PLUS®, LLC develops innovative fertilizers to meet the increasing demands for higher yields. SUL4R-PLUS® fertilizer is a granular, high-quality calcium sulfate product that provides the necessary sulfur and calcium for optimum plant health. The patented manufacturing process creates a dust-free, uniformly sized granule that is easy to apply to fields. For more information, visit www.SUL4R-PLUS.com.