

## Press Release

### **BRANDT Signs Agreement to Expand Distribution to South Africa**

SPRINGFIELD, Illinois (May 24, 2012) – BRANDT, a leading manufacturer of agricultural specialty products, has signed an exclusive distribution agreement with Elim Kunsmis Pty Ltd. to market and sell BRANDT's flagship product lines and provide agronomy support in South Africa.

Elim is a leading marketer of seaweed-based nutritional products and organic fertilizers in South Africa, and is expanding its product offerings with foliar nutrition. The company will begin selling BRANDT Manni-Plex® and BRANDT Smart System® foliar micronutrients in August, 2012.

"We see tremendous potential for BRANDT Smart System and BRANDT Manni-Plex in this market" said Dr. Ramon Georgis, Director of International Business at BRANDT. "South Africa's agricultural production is so diverse. It is also one of the Top Ten corn producing countries in the world. We are very pleased to be partnering with Elim and look forward to bringing BRANDT's foliar technologies to growers in this area."

BRANDT Manni-Plex is a leading foliar micronutrient technology used by growers worldwide. Its proprietary chemistry helps transport more nutrients to the plants' growth forming locations, faster. Micronutrients improve plant health, quality and vigor, building up the plant's immune system. Traditionally, micronutrients were used to correct nutrient deficiencies. They are now used as a key tool in sustainable agricultural practices.

BRANDT Smart System, is a new foliar micronutrient technology that is rapidly gaining market share. Compatible with herbicides, including glyphosate, Smart System allows micronutrients and herbicides to be mixed in the same tank and applied in one application, bringing significant labor and cost savings to agricultural operations. The technology is targeted to large, row crop growers.

Izak Le Roux, President of Elim, and Bill Engel, Senior Vice President of BRANDT's Specialty Formulations group, reiterated the optimism and excitement about this partnership and the growth opportunities it will provide for both companies. The Elim partnership is managed by Christine Bassaber, BRANDT's Senior Business Manager for Europe, Africa and the Middle East.

#### **About BRANDT**

A leading agricultural company, BRANDT consists of three divisions—Specialty Formulations, Retail Agronomy and Dealer Support—serving growers around the globe. Founded in 1953 by Glen Brandt and his sister Evelyn Brandt Thomas to help Illinois farmers adopt new and profitable technologies, the company has experienced aggressive growth under the leadership of President and CEO Rick Brandt. Innovation, technology and strong customer service are a few of the core beliefs that drive BRANDT today. BRANDT's focus is providing the products and services that give growers the best opportunity for maximum return while building a stronger, healthier and more abundant food supply.

For more information, visit BRANDT on the web at: [www.brandt.co](http://www.brandt.co)  
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#### **About Elim**

Elim is an agricultural product marketing company based in Brits, South Africa. Founded in 2005, Elim's core business focuses on seaweed-based nutritional products, organic fertilizers and foliar nutrition. For more information, contact Izak le Roux, [izak@sunlab.co.za](mailto:izak@sunlab.co.za). ###