



Nata per il verde



Gardening Products
Catalogue

2018

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BORN FOR OUR GREEN

Cifo is an iconic company of the Italian phytochemistry sector. From its operating facilities in the Bologna area, through a capillary network, the products reach the whole national territory, as well as over 35 countries on 5 continents.

In its long history, characterised by many record achievements, Cifo has set itself as a pioneer, not only in the spreading of modern plant cultivation methods, but also in the definition of many entrepreneurial policies that have contributed to build and consolidate a reputation of reliability, soundness and fairness towards its markets, staff, customers, suppliers, Authorities, and all its counterparts in general. Human values are for Cifo always of fundamental importance, both inside the company, and also in the relationships with the outside world and with customers. When contacting Cifo, one will not find an automated answering system, but rather knowledgeable and friendly men and women capable of providing all the needed support in a professional manner and in real time, both to the distributor and to the end consumer.

A team of over 100 people works in the plant of San Giorgio di Piano in the Bologna area, with 150 more staff spread across the national territory. Their

task is to promote not just the products, but also an actual agronomic methodology and culture, centred on rationalisation of interventions, with the objective of maximising the quality of our cultivations, whilst optimising investments and, most of all, reducing the impact for the environment to the minimum.

In its UNI EN ISO 14001:2004 certified industrial site, Cifo operates in full respect of the environment, thanks to precise management choices that safeguard the health and the well-being of the operators and of those living in the surrounding territory. Therefore, not just compliance with current legal requirements, but an actual environmental policy aimed at reaching standards that are much higher than national and EU regulations.

The crowning glory of Cifo are our labs, where the quality that has always distinguished our products comes to life.

And it is inside them that the innovative formulations of the company are conceived and perfected, thanks to constantly up to date personnel who takes part in the continuous development of the strict quality control program applied to the whole production process: from the selection of the purest raw materials, to the finished and packed product,

ready for the market. When talking about quality, Cifo takes things very seriously: already in 1999 the company obtained in fact the international UNI EN ISO 9001:2008 certification, continuing on the same path during the subsequent years with the environmental certification, and the certification for safety in the workplace, therefore achieving the integration of the three management systems. In 2003, Certiquality, the international body entrusted with these control functions, awarded to Cifo - one of the first companies in Italy - the certificate of excellence for its commitment towards the above aspects.

This is, in a nutshell, the philosophy that has always driven Cifo during its daily activities; it's a philosophy that first of all takes into account man itself, and the worlds that we love and know the most - those of plants, flowers and nature - and that we want to grow, nourish, and protect.

To all its counterparts, Cifo asks to sign up to this commitment, with the belief that being an enterprise is a great and wonderful responsibility, and to the desire to look ahead with trust and enthusiasm, safe in the conviction that our future will be greener and greener.



SPECIALITIES

STRONGER AND LUXURIANT PLANTS AND FLOWERS WITH CIFO SPECIALITIES

CIFO specialities are stimulating and anti-stress products, ideal for luxuriant plants and abundant productions. With CIFO specialities, taking care of ornamental plants and vegetables is even easier. To be used on their own, or in combination with traditional mineral feeds, to help plants in stressful situations, to facilitate the assimilation of nutrients, and for optimum vegetative growth.



RESULTS IN
RECORD
TIME

Bio



SPECIALITIES

ALGATRON SEAWEED BASED SPECIALITY

Characteristics

Natural speciality obtained from brown seaweeds.

Thanks to the natural substances it contains, it positively influences germination and root development, and intensifies the natural defences to biological (cold, dry weather, nutritional unbalances, etc.) and physiological stresses, promoting the growth and ripening of fruit and vegetables

How it's used

It can be used on all plants, but it is particularly indicated during the first vegetative stages (after sowing/transplanting, spring growth), and during the final stages, to improve the quality characteristics (size, colour, taste, etc.) and the conservation capabilities of fruit and vegetables.

In combination with Cifo fertilizers, ALGATRON promotes and improves the absorption of nutrients. Dilute one measuring cap (18-20 ml) in 2 litres of water and apply directly to the soil. Repeat every 10-12 days.

Period of use

J F M A M J J A S O N D

IT CONTAINS
THE ESSENTIAL
AMINO ACIDS

Bio



SPECIALITIES

BIO ORO SPECIFIC ACTION PRODUCT

Characteristics

This is the original ORGANIC UNIVERSAL BIOSTIMULANT that promotes luxuriant growth. It provides immediate action essential amino acids and gradual release nitrogen based nutrients, all fundamental substances for plant growth.

It improves plant functions already on first application, and has a positive impact on the development of new buds. It promotes flowering and the formation of fruits, it improves the growth and ripening of the vegetables and fruits of the vegetable garden.

It promotes the thickening of the lawn, and helps revitalise plants affected by climatic stress (hail stones, frost, watering unbalances, etc).

How it's used

It can be used during the whole year on indoor, patio and terrace plants, the garden, the vegetable garden, and the lawn.

Dilute one measuring cap (18-20 ml) in 3 litres of water and apply to the soil. Repeat the application for each watering.

For the lawn and for plants growing in the ground, use 5 litres of solution per square metre. During the winter period, apply every 15-20 days.

Period of use

J F M A M J J A S O N D

SPECIALITIES

ASSO DI FIORI

SOLUBLE POWDER FERTILIZER

Characteristics

Ideal for the complete nourishment of all patio, garden, and vegetable garden plants. It prevents the most common effects of lack of nutrients, like yellowing, low flower and fruit production, slow development.

How it's used

It can be used during the whole life cycle of the plant by spraying, or direct application to the soil.

- Soil watering: dilute 9 g in 5 litres of water for potted plants.
- Leaf spraying: dilute 9 g in 5 litres of water for potted plants.
- Direct soil application: for 20-25 cm diam. pots scatter 9 g of product on the damp compost. For foliage and flowering bushes, ornamental and fruit trees, vegetables and the lawn read the label for the specific doses.

Period of use

J F M A M J J A S O N D

SPECIALITIES

BIOTRON S

NATURAL CONDITIONER BASED ON LEONARDITE FROM DUDAR (HUNGARY)

Characteristics

A natural product made of Leonardite, a organic humified substance containing humic and fulvic acids. Extracted from the best European deposits, it is the optimum solution for improving the fertility of the soil of the pot, the garden, the vegetable garden, and the lawn. It improves the absorption capabilities of the roots, promotes the development of buds, intensifies flower colour.

How it's used

It should be used mainly during spring and autumn, when preparing the soil for transplanting and sowing, or when re-potting and preparing the compost.

- **Ornamental and fruit trees:** 250-500 g per plant. Spread over the soil area covered by the foliage.
- **Ornamental trees:** 150-250 g per plant. Spread over the soil area covered by the foliage.
- **Hedges, flowering bushes, rose bushes:** 100-200 g per sqm. Apply directly on the soil.
- **Vegetables and strawberries:** 100-150 g per sqm. Apply before transplanting.
- **Potted plants and flowers:** 15-30 g per sqm. For pots with max. Ø 30 cm.

For the quantities to be applied to lawns, for the preparation of compost, and when transplanting, see the label.

Period of use

J F M A M J J A S O N D

FLOURISHING
GROWTH,
BRILLIANT
COLOURS



Bio

INCREASE
SOIL
FERTILITY



IDEAL FOR
GARDENS AND
LAWNS

Bio



SPECIALITIES

TOP N GRADUAL RELEASE NOURISHMENT

Characteristics

Top N is the original biological nourishment in slow release micro-granules that makes healthy and vital all ornamental, green and flowering, plants.

Granverde Top N favours an optimum plant development, makes them luxuriant, thick, giving an intense colour to their leaves; it favours a rich flowering and improves flower colours and life span.

How it's used

It can be used all the year round. Its use is extremely simple: measure out the desired quantity using the measuring cup provided and then evenly apply to the soil Indoor and balcony plants: for pots having a 18-20 cm diameter, apply 8-10 g.

Repeat applications every 15-20 days.

Proportionally change the dose for differently-sized pots.

Ornamental, green and flowering garden plants: apply 40-50 g/ m2. Repeat applications every 15-20 days from spring to autumn.

With amino acids

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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NUTRITION

THE CIFO PRODUCTS FOR PLANT NUTRITION

In the house, the vegetable garden, or the ornamental garden, with CIFO fertilizers plants have all they need to grow strong and luxurious. CIFO fertilizers offer a complete range of solutions for the nutrition of all plants; liquid, powder, or granule formulas can be used in all conditions, never leaving plants without nutrients

cifo
since 1963



LIQUID FERTILIZERS

UNIVERSAL UNIVERSAL LIQUID FERTILIZER

Characteristics

Ideal for the fertilization of all foliage and flowering plants. It helps weak plants, intensifies the formation of new roots, buds, leaves, and fruits, and promotes continuous, colourful and abundant flowering.

How it's used

Due to the specific composition, it can be used at any time during the life cycle of the plant, with weekly applications.

Dilute the content of one measuring cap (18-20 ml) in 3 litres of water, and accurately water plants and soil

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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ALSO FOR
TROPICAL
PLANTS

LIQUID FERTILIZERS

FOLIAGE PLANTS LIQUID FOLIAGE PLANT FERTILIZER

Characteristics

Ideal for the complete nourishment of all foliage ornamental indoor, terrace and patio plants.

It contains chelate micro-essential elements that improve its nutritional properties, avoiding yellowing of the leaves.

The high nitrogen content promotes a luxuriant development of the plant, the formation of buds, roots, and leaves, intensifying their green colour; recommended for Ficus, Kenzia, Yucca, Schefflera (umbrella tree), etc.

How it's used

Its characteristic special composition means that it can be used during the whole year. Dilute the content of one measuring cap (18-20 ml) in 3 litres of water, and accurately water plants and soil.

Reapply weekly from spring to autumn; in winter use every 2 weeks.

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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LIQUID FERTILIZERS

FLOWERING PLANTS

LIQUID FLOWERING PLANT FERTILIZER

Characteristics

Liquid fertilizer particularly suited for the complete nourishment of all indoor, terrace, and patio flowering plants. It contains chelate micro-essential elements that improve nutritional properties, avoiding yellowing of the leaves.

The high potassium content promotes balanced plant development, increases both flowering and flowering period, and intensifies flower colour and scent. Recommended for roses, bougainvillea, asters, begonias, violas, bizzie lizzies etc.

How it's used

Its characteristic special composition means that it can be used the whole year. Dilute the content of one measuring cap (18-20 ml) in 3 litres of water, and accurately water plants and soil. Reapply weekly from spring to autumn; in winter use every 2 weeks.

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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LIQUID FERTILIZERS

ORCHIDS

ORCHID LIQUID FERTILIZER

Characteristics

Balance fertiliser specifically developed for the nutrition of all species of orchids.

The constant application of the fertilizer promotes root development and the production new buds, resulting in bright coloured flowers that last longer.

How it's used

Dilute the content of a sachet (2.5 ml) of Granverde orchid fertilizer in 1.5 litre of water and apply to the compost.

Repeat the application every 10-15 days.

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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ALSO FOR
ALL TYPES OF
ROSES



NUTRITION | LIQUID FERTILIZERS

FOR ALL
SPECIES
OF
ORCHIDS





WATER-SOLUBLE FERTILIZERS

ORCHIDS

ORCHID FERTILIZER

Characteristics

Purposely developed for the cultivation of all types of orchids. Immediately and totally absorbed by the roots, it improves their growth, ensuring the perfect development of young plants. It promotes the development of foliage and abundant flowering.

How it's used

It can be used during the whole life cycle of the plant. Repeat the application every 15-20 days from the start of the growing season until flowering. Extend the interval during the resting period.

Dilute 3 or 4 measuring units (10-15 g) for adult plants (or one measuring unit, 3-4 g, for young plants) in 10 litres of water and use the solution to water the compost.

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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RICH CROPS
FULL OF
FLAVOUR



WATER-SOLUBLE FERTILIZERS

VEGETABLES AND FRUIT PLANTS

VEGETABLE AND FRUIT PLANT FERTILIZER

Characteristics

Suitable for the full nourishment of vegetables (tomatoes, strawberries, lettuce, potatoes) and fruit plants (apple, apricot, plum, vine, olive) grown in pots or in the ground. It contains the nutrients in a specific NPK ratio rich in Nitrogen and Potassium, to promote the development of crisp lettuce, sweet and juicy fruits, bright coloured vegetables full of flavour. Enriched with sulphur, a fundamental element for typical flavours and fragrances.

How it's used

- **Application to the leaves (nebulizer or shoulder pump):** fill the measuring unit to level 1 (9 g), dilute the content in 3 litres of water and thoroughly apply to the leaves.
- **Application to the soil (watering can):** fill the measuring unit to level 1 (9 g), dilute the content in 5 litres of water and apply a suitable quantity of solution to the soil. For mature fruit plants growing in the ground apply 8-10 litres of solution over the area covered by the foliage. Granverde PS should be used regularly during the year, increasing the application for plants with ripening fruits or vegetables. Repeat the application every 8-15 days.

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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WATER-SOLUBLE FERTILIZERS

FRUIT AND ORNAMENTAL CITRUS PLANTS

FRUIT AND ORNAMENTAL CITRUS PLANT FERTILIZER

Characteristics

Suitable for the complete nourishment of citrus plants (lemon, orange, tangerine, grapefruit, clementine, citron, kumquat) growing in pots or in the ground, in the vegetable garden and the home garden. It contains nitrogen, phosphorus, and potassium in an ideal ratio, to promote budding and leaf growth, to increase flowering and to ensure healthy, colourful and juicy fruits. Enriched with specific micro-elements to avoid yellowing of the leaves, poor bud development, flower pollination problems and the dropping of young fruits.

How it's used

- **Application to the leaves (nebulizer or shoulder pump):** fill the measuring unit to level 1 (9 g), dilute the content in 3 litres of water and thoroughly apply to the leaves.
- **Application to the soil (watering can):** fill the measuring unit to level 1 (9 g), dilute the content in 5 litres of water and apply to the area covered by the foliage of the plant. For mature plants growing in the ground, apply 8-10 litres of the solution obtained, for potted plants apply 3-6 litres, depending on the size of the pot.

Period of use

J F M A M J J A S O N D

WATER-SOLUBLE FERTILIZERS

S5 RADICALE

IRON CHELATE GREEN BOOSTER

Characteristics

The chelate properties ensure immediate absorption of iron from the roots. It prevents and immediately cures iron chlorosis in ornamental and flowering plants, vegetables, shrubs, and trees growing in any type of soil, and particularly on soils rich in lime.

Its beneficial effect shows itself after a few days, with an intensification of the green of the leaves, better flowering, and more intense flower colour.

How it's used

It should be used as soon as yellowing of the leaves appears, and in spring as a preventive treatment for shrubs and ornamental plants growing in the ground. Dissolve 1 g in 1 litre of water and apply to the soil; for individual doses see the label.

Period of use

J F M A M J J A S O N D

JUICY AND
COLORFUL
FRUITS



NUTRITION | WATER-SOLUBLE FERTILIZERS

CURES IRON
CHLOROSIS





Skyfully made...



With the best quality ever

Since more than 50 years, Cifo professionally manufactures products for gardening. Today, the same quality ever, but in renovated packages with even clearer instruction for an easier and more immediate use. Cifo, expertise has a whole new look.

Cifo.it





SUPPLEMENT RANGE

TO PREVENT AND CURE THE LACK OF NUTRIENTS

In order to grow, plants need a balanced quantity of nutrients.

If this quantity is insufficient for its needs, the plant shows it through signs that are typical for each element, like poor growth, abnormal leaf colour, low number of flowers and fruits.

cfo
since 1965

WITH
LEAFLET ON
DEFICIENCIES



SUPPLEMENTS RANGE

WITH
LEAFLET ON
DEFICIENCIES



SUPPLEMENTS RANGE

FERRO

CHELATE IRON BASED LIQUID FERTILIZER (DTPA)

Characteristics

This formulation prevents and treats iron deficiencies in vegetable and ornamental garden plants. The deficiency is shown by the younger leaves becoming yellow in the areas between the veins, while the veins themselves remain green. It subsequently extends to mature leaves, until the stem dries out and the leaf falls prematurely.

The plant as a whole appears suffering and weak, with poor growth, and a low number of flowers and fruits. The administration of iron will result in renewed plant growth, intense green leaves, better flowering, vegetable and fruit crops.

How it's used

Application by nebulization on the leaves: mix 2 ml of product for each litre of water.

Treating action: spray the solution directly on the leaves 2 or 3 times during a period of 8-12 days from when the first symptoms appear.

Application to the soil using a watering can: mix 10 ml of product for 10 litres of water.

Preventive action: apply the solution indicated directly across an area of 2-3 m² of soil, starting from the beginning of the growth cycle.

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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SUPPLEMENTS RANGE

CALCIO

CALCIUM CHELATE BASED LIQUID FERTILIZER

Characteristics

Its formula prevents and cures the Calcium deficiencies of vegetable and garden plants. Calcium deficiency is characterized by the widespread yellowing of the whole leaf surface followed by withering. Fruits show typical maculation and splits, and apical and flower withering occurs in ornamental plants. Administering Calcium, fruits and vegetables will be healthier and intact, improving their preservability after the harvest. Moreover, also the quality characteristics of vegetable garden products will improve, such as pulp consistency and lettuce leaves crunchiness.

How it's used

Application spraying the leaves: dilute 2 ml of the product per litre of water

Curative action: spray the solution obtained directly on the leaves 2-3 times every 8-12 days when the first symptoms appear.

Soil application by means of watering can: dilute 10 ml of the product every 10 lt of water.

Preventive action: apply directly to the soil the solution, suitable for 2-3 sq. mt. approx., from the early stages of the vegetative cycle.

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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SUPPLEMENTS RANGE

MAGNESIO

MAGNESIUM BASED LIQUID FERTILIZER

Characteristics

Its formula prevents and cures the Magnesium deficiencies of vegetable and garden plants. Magnesium deficiency is characterized by veined yellowing of leaf lamina, starting from the older leaves and then spreading to the whole plant. It also causes premature leaf fall and fruit and flower lack of colour. In flowering ornamental plants the formation of weak and thin branches occurs, together with premature flowering characterized by small flowers. Administering Magnesium the plant will grow luxuriant, the leaves will become green and their colour will be intense. Moreover, flower production and fruit and vegetables yield will intensify.

How it's used

Application spraying the leaves: Dilute 2 ml of the product per litre of water

Curative action: spray the solution obtained directly on the leaves 2-3 times every 8-12 days when the first symptoms appear.

Soil application by means of watering can: dilute 10 ml of the product every 10 lt of water.

Preventive action: apply directly to the soil the solution, suitable for 2-3 sq. mt. approx., from the early stages of the vegetative cycle.

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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WITH
LEAFLET ON
DEFICIENCIES



SUPPLEMENTS RANGE





www.cifo.it



BEAUTY

AN EXTRA TOUCH OF BEAUTY FOR ALL PLANTS

For great looking plants simply combine your normal daily care with the use of specific formulas. Recommended for those consumers who want to take care of their plants with easy to use, high quality products.

cfo
since 1965



LEAF SHINE

MIRAX

Characteristics

With its high shine properties, it's ideal for naturally strong foliage with maximum sparkle. Suitable for all smooth leaved indoor plants, it allows regular breathing and transpiration of the leaf surface, promoting the photosynthetic activity of the plant.

How it's used

With dull looking plants; repeat every 15-20 days.

Spray evenly on the top surfaces of dry clean leaves at a distance of 30-40 cm avoiding drips. Do not wipe afterwards

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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LEAF SHINE

FERTISTILLA

Characteristics

Fertistilla is a bi-active vial containing the necessary nourishment for all potted indoor and outdoor plants.

The blue solution has got a nourishing function (it ensures that the plant gets all the nutritive elements necessary for its development), while the green solution has got a revitalising action (it ensures fast growth and rich flowering).

How it's used

All year round. Cut the top and stick it into the soil, by the pot's edge.

By watering the plant all the nutritive elements will be gradually spread into the soil and this nourishing action will last for more than 2 weeks.

Use 1 vial for 30 cm diameter pots, increase the dosage proportionally for bigger pots.

Period of use

J	F	M	A	M	J	J	A	S	O	N	D
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DOUBLE
ACTION





NATURAL BARRIER

TO PREVENT AND CURE THE LACK OF NUTRIENTS

In order to grow, plants need a balanced quantity of nutrients.

If this quantity is insufficient for its needs, the plant shows it through signs that are typical for each element, like poor growth, abnormal leaf colour, low number of flowers and fruits.

cfo
since 1965



100%
NATURAL -
ZERO
RESIDUES

RESISTANCE BOOSTER | NATURAL BARRIER

NATURAL BARRIER

PROPOLI CIFO STOP TO PESTS AND DISEASES

Characteristics

A fully natural propolis based product capable of activating the protection shield of plants from pests, fungi, bacteria, and viruses.

It boosts plant resistance and promotes quick healing.

CIFO Propolis can be used on all horticultural, fruit, aromatic, and ornamental plants.

How it's used

Dilute the content of a sachet in 1/2 litre of water, shake well before each use.

PREVENTIVE TREATMENTS: evenly water the plants every 15 days approximately;

IN CASE OF SYMPTOMS: treat the plants at least 3 times, at intervals of 3-5 days approximately.

In case of root and/or collar area problems, applications to the roots is recommended (watering), diluting the content of one sachet in one litre of water.

Repeat 3-4 times at 10-15 days intervals.

Horticultural and fruit plants treated with Propolis Cifo can be consumed immediately.

Period of use

J F M A M J J A S O N D

NATURAL BARRIER

SAPONE MOLLE STOP TO INSECTS

Characteristics

This product is a organic and biological mix, based on insecticidal soap.

The use of the product enhances the natural defences of the plants against insects, specially spiders and aphids.

It also has a cleaning action against honeydew and sooty mold.

It leaves no residues on the plants for direct human consumption (fruits and vegetables).

How it's used

Use the product during the whole vegetative cycle of Horticultural plants (aubergine, peppers/chili peppers, lettuce, strawberries, onions, cauliflower) aromatic, fruit and ornamental plants.

Dilute the content of 15 ml in 1 L of water spraying the product on the foliage, trying to reach also the bottom of the leaf.

Treat at least 3 times every 7-10 days.

Period of use

J F M A M J J A S O N D



NATURAL BARRIER

OLIO DI LINO

STOP TO SCALE INSECTS

Characteristics

Biological and natural product, obtained through cold pressing of seeds.

The use of the product enhances the natural defences of the plants against insects, specially mealybugs.

Olio di Lino Cifo leaves no residues on the plants for direct human consumption (fruits and vegetables).

How it's used

Use the product during the whole vegetative cycle of Horticultural plants (aubergine, peppers/chili peppers, lettuce, strawberries, onions, cauliflower) aromatic, fruit and ornamental plants.

Dilute the content of 15 ml in 1 L of water spraying the product on the foliage, trying to reach also the bottom of the leaf.

Treat at least 3 times every 7-10 days.

Period of use

J F M A M J J A S O N D

NATURAL BARRIER

RICINBLOK

STOP TO TERRESTRIAL INSECTS

Characteristics

Ready-to-use biological formulation, of full vegetal origin able to have a repellent and habit-breaking action against terrestrial insects such as ants, click beetles (wireworms), mole crickets, owlet moths living in the soil.

It leaves no residues on fruit and vegetables used for human consumption and there's no need to follow a pre-harvest interval. It improves nutritional conditions of the plant.

How it's used

Ricinblok can be used during the whole vegetative cycle of aromatic herbs, fruit trees, ornamental plants and lawns. Repeat the treatment once a week.

Spread the product directly on the soil at the dose of 100-150 g/m². For potted plants, use the product at the dose of 50 g for each pot of 20 cm. diameter. For pots with diameter larger than 20cm, proportionally increase the dose. Water after application.

Period of use

J F M A M J J A S O N D



RESISTANCE BOOSTER | NATURAL BARRIER

100%
NATURAL -
ZERO
RESIDUES





NEW

RESISTANCE BOOSTER | NATURAL BARRIER

NATURAL
PRODUCT
ZERO
RESIDUES



NATURAL BARRIER

ZOLFO FLOW STOP INSETTI

Characteristics

Zolfo flow is a biological, sulphur based, product, in flowable formulation.

The innovative production methodology provides a high concentration and high quality formulation that enhances sulphur activity for plants by promoting chlorophyll photosynthesis and protein formation being the component of essential amino acids such as methionine, cystine and cysteine.

It also promotes the formation of essential aromas.

The use of Zolfo Flow prevents mesoelement deficiencies (pale color of young leaves, poorly succulent and scented fruits), improves the final quality of yields.

How it's used

Dilute the content of 3-5 ml in 1 liter of water. Suitable for horticultural plants(zucchinis, potatoes, tomatoes, aubergines, peppers/chili peppers, strawberries, onions, cauliflowers, etc.) fruit, aromatic and ornamental trees.

Use the product throughout the entire vegetative cycle of the plant.

Repeat at least 3 times, 7-10 days after each treatment.

Period of use

J F M A M J J A S O N D

NATURAL BARRIER

CIFOBLOK ORGANIC MINERAL FERTILIZER

Characteristics

CIFOBLOCK is a natural newly conceived product containing vegetable extracts (Echinacea, Tormentilla, Aloe) and mineral salts, capable of performing a double action: activate the physiological barriers, increasing the resistance of plants to stress caused by pests, and optimise the nutritional status of the plant. CIFOBLOCK stimulates in fact the biosynthesis of lignin and other phenolic components that fortify plant tissues, making them more resistant, and inhibiting the development of pathogens, such as peronospora (downy mildew) and oidium (mildew), particularly widespread among ornamental, garden, and vegetable garden plants. The formulation also contains amino acids, sugars, and mineral salts, capable of promoting flowering and of optimizing nutrition, making the plant stronger, greener, and more luxuriant.

How it's used

Mix 3 ml of product for every litre of water. Spray the solution evenly directly on the plant.

For plants in flower reduce the strength to 2 ml per litre of water.

Vegetable garden plants: repeat at least 3 times at 10-15 days intervals during the whole growing cycle.

Fruit trees: repeat at least 3 times at 10-15 days intervals from the start of the growing season to the formation of fruits.

Ornamental plants: repeat at least 3 times at 10-15 days intervals during the whole growing cycle.

Use the formulation as a preventive treatment during the whole growing period of the plant.

Period of use

J F M A M J J A S O N D

NATURAL BARRIER

ACETO STOP TO WEEDS

Characteristics

ACETO is a natural product able to favor, in an eco-friendly way, the structural collapse of the tissues of unwanted plants (flowers, weeds, etc) growing in gardens (boulevards, pavements, etc.).

The high concentration of Acetic acid favors a quick action of the product that has, at the same time, a cleaning action of the involved area. It has no residual activity.

How it's used

Use ACETO on weeds while they are developing. Avoid contact with green parts of trees, bushes, ornamental plants and vegetables that do not need to be treated. Use during dry and sunny weather.

Dilute 250 ml in 250 ml of water, shake the solution and uniformly spray the area to be cleaned.

Period of use

J F M A M J J A S O N D

100%
NATURAL -
ZERO
RESIDUES



RESISTANCE BOOSTER | NATURAL BARRIER





The market shares our values

In the summer of 2012, CIFO carried out a market survey aimed at two main objectives: focus the attention on the plant health products category, with the objective of defining the needs of potential customers and their main purchasing reasons; analyse the positioning of the CIFO brand on the market: its fame, its image, its positioning in the consumer preference list, any possibilities of optimisation.

The survey, completed by the company Emotional Marketing, was based on three types of analysis: quantitative, qualitative, and emotional.

A comparison was also carried out with the results of a similar market survey completed in the year 2000.

Below is a summary of the 2012 survey, not concentrating on the specific category of products analysed, but rather focusing the attention on how CIFO is perceived by the market.

The quantitative analysis entailed a large number of telephone interviews on a sample evenly distributed between the north and the south of Italy. The target group consisted of males (80% approximately) and females (20% approximately), of ages between 25 and 60 years old (average: 47 years).

Compared with the similar survey carried out in 2000, it emerged that the fame of CIFO among the respective samples interviewed had increased by 62.5%. The characteristics that contributed the most to placing CIFO in a position of ideal brand with the sample of reference are its Italian spirit, its traditional connotation, its availability and innovation characteristics, and the quality packaging of its products.

The qualitative, or motivational, survey entailed face-to-face interviews carried out by psychologists on a smaller sample than the one of the quantitative survey. The individuals, with ages between 25 and 60, were selected half in the city of Milan, and half in the city of Rome.

Almost 100% of those interviewed defined CIFO as a known brand capable of ensuring the loyalty of its customers thanks to the quality of its products.

CIFO is considered a brand in continuous development, and a company committed to constant research and innovation.

The emotional survey was based on the Mind M@ps method, which analyses the unconscious emotivity, which can have a 70-95% impact on the buying impulse. The result of this type of investigation is the quantification of the Emotional Impact, and of the emotional factors that trigger the buying impulse.

In the case of CIFO, the main were: real quality, not just words; being close to the customer; beneficial substances; great brand; reliability; perseverance; consultant in a box; tradition; safeguard of the environment; Italian spirit; simplicity.

Innovation and attention to the customer, as a guarantee of a solid quality: these could be, in summary, the characteristics of CIFO that the 2012 has highlighted as the most perceived by the sample interviewed. Characteristics that, on the other hand, are also behind the important increase, compared with the previous survey in 2000, in the fame of CIFO and in the sale of its products among the sample interviewed.

Display

Display available for
Asso di Fiori (125 pcs.)



Wooden display available for
NATURAL BARRIER line



Display well to sell better

The shelf shown highlights the points of maximum visual impact: the products placed in these areas sell more because they are more readily seen by the consumer.

Our recommendation is that the products that one wants to “push” more are displayed in these areas.

The further from the maximum attention area, the less the product is visible, and therefore the lower is also the buying impulse of the consumer. Outside this area, one should place those products that consumers buy regularly, which do not need to be particularly highlighted



Maximum
attention
area



Medium
attention
area



Lower
attention
area



Shelf unit

A handy modular system that provides a functional setup. A targeted offer of the product and a more and more qualified image of the point of sale.

Today with even more captivating and attractive graphics, renewed following the modern communication criteria, that redirects the consumer to the exclusive Cifo portal "Ascolta le tue piante" (Listen to your plants), which contains all the necessary information for a good care of outdoor and indoor plants, as well as the vegetable garden.

A further support service for the customer, to increase sale and satisfaction



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Although subjected to the utmost attention to details, no responsibility whatsoever shall be accepted for any errors or mistakes in this catalogue. In addition, CIFO rejects all responsibilities for the wrong understanding of the recommendations included in this publication.

We recommend that you carefully read the warnings, dosage information and instructions for use on the packaging of the products.



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BS OHSAS 18001:2007



SISTEMI DI GESTIONE
CERTIFICATI



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