

FLOREL® PLANT GROWTH REGULATOR

For Use on Ornamentals, For Production of Cucumber, Squash and Pumpkin Hybrid Seed, For Increasing Pickling Cucumber Fruit Set and Yield, For Inducing Flowering of Ornamental Bromelads, For Earlier Ripening of Home Garden Tomatoes, For Reducing Plant Height of Potted Daffodils and Stem Topple of Potted Hyacinths.

ACTIVE INGREDIENTS:

Ethephon, [(2-chloroethyl) phosphonic acid]* 3.9%

INERT INGREDIENTS: 96.1%

*This product contains 0.33 lbs. ethephon per gallon

EPA Reg. No. 264-263

EPA Est. No. 264-PA-01

KEEP OUT OF REACH OF CHILDREN

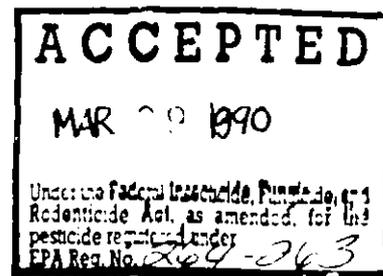
CAUTION

For MEDICAL and TRANSPORTATION Emergencies ONLY Call 24 Hours A Day 1-800-334-7577

For PRODUCT USE Information Call 1-800-334-9745

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RHONE-POULENC AG COMPANY
P.O. BOX 12014, 2 T.W. Alexander Drive
Research Triangle Park, N. C. 27709



FLOREL® PLANT GROWTH REGULATOR

- Modifies sex expression and flowering pattern of CUCUMBERS and SQUASH to facilitate hybrid seed production
- Increases pickling CUCUMBER FRUIT set and yield
- Causes BROMELIADS to flower
- Concentrates and accelerates TOMATO ripening for home garden tomato production
- Promotes earlier defoliation of ROSES, TALLHEDGE BUCKTHORN, and APPLE NURSERY STOCK
- Eliminates undesirable fruit on APPLE and CRABAPPLES, CAROB and OLIVES
- Stimulates lateral branching of AZALEAS and GERANIUMS
- Reduces plant height of potted DAFFODILS and stem topple of potted HYACINTHS

GENERAL INFORMATION

INCREASED YIELDS OF PICKLING CUCUMBERS

A foliar spray of FLOREL® Plant Growth Regulator will modify sex expression and flowering patterns of pickling-type cucumbers, increasing fruit set and yields.

FLOWER INDUCTION OF BROMELIADS

A foliar spray of FLOREL® Plant Growth Regulator initiates flowering of ornamental bromeliads such as ANANAS, AECHMEA, NEOREGELIA, VRIESIA, and BILLBERGIA.

HYBRID SEED PRODUCTION

A foliar spray of FLOREL® Plant Growth Regulator will modify sex expression and flowering pattern of cucumbers and squash to facilitate hybrid seed production. Do not use on cucumbers or squash to be harvested for fresh or processed markets.

HOME GARDEN TOMATO RIPENING

FLOREL® Plant Growth Regulator can be used as an overall, foliar spray to concentrate and accelerate tomato ripening. Applied at the end of the growing season, FLOREL™ will hasten ripening of mature green tomatoes and allow harvesting of fruit before frost.

DEFOLIATION

A foliar spray of FLOREL® Plant Growth Regulator applied after buds are matured, will initiate earlier leaf drop of roses, tallhedge, and apple nursery stock (in Washington only). This will allow digging of stock plants prior to the onset of unfavorable weather.

UNDESIRABLE FRUIT ELIMINATION

A foliar spray of FLOREL® will reduce or eliminate undesirable fruit development on Apple, Crabapple, Carob, and Olive trees.

INCREASING LATERAL BRANCHING

A foliar spray of FLOREL® Plant Growth Regulator in conjunction with chemical or mechanical pinching, will increase the number of lateral branches on Azaleas. When used on Geranium stock plants, prior to normal pinching time, an increase in the number of lateral branches to be used as cutting material can be expected.

REDUCTION OF PLANT HEIGHT AND STEM TOPPLE

A foliar spray of FLOREL® Plant Growth Regulator will aid in reducing total plant height of potted daffodils and stem topple of potted hyacinths at time of full flower.

PRECAUTIONARY STATEMENTS

CAUTION

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

Harmful if swallowed. Avoid contact with skin, eyes or clothing and do not inhale vapors.

STATEMENT OF PRACTICAL TREATMENT

IF SWALLOWED: Call a physician and promptly drink large quantities of milk, egg white, gelatin solution or if these are not available, large quantities of water.

IN CASE OF EYE CONTACT: Flood eyes immediately with plenty of water for at least 15 minutes and get medical attention.

IN CASE OF SKIN CONTACT: Wash with plenty of soap and water. Remove and wash contaminated clothing before reuse.

NOTE TO PHYSICIAN

FLOREL® possesses characteristics of a strong acid. Probable mucosal damage may contraindicate the use of gastric lavage. Measures against circulatory shock, respiratory depression and convulsion may be needed.

ENVIRONMENTAL HAZARDS

Do not apply directly to lakes, streams or ponds. Do not contaminate water by cleaning of equipment or disposal of wastes.

Do not apply FLOREL® Plant Growth Regulator through any type of irrigation system.

Avoid spray drift to nearby crops as this product may cause temporary modifications in plant growth.

Do not contaminate water used for irrigation or domestic purposes.

Do not apply directly to water or wetlands (swamps, bogs, marshes, and potholes). Do not contaminate water when disposing of equipment washwaters.

DIRECTIONS FOR USE

IT IS A VIOLATION OF FEDERAL LAW TO USE THIS PRODUCT IN A MANNER INCONSISTENT WITH ITS LABELING.

GENERAL WORKER PROTECTION STATEMENTS FOR AGRICULTURAL AND ORNAMENTAL USES

Do not apply this product in such a manner as to directly or through drift expose workers or other persons. The area being treated must be vacated by unprotected persons.

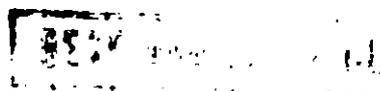
Mixers, loaders, applicators or persons entering treated areas within 24 hours after application should wear protective clothing such as long-sleeved shirt and long trousers. Because certain states may require more restrictive reentry intervals for various crops treated with this product, consult your State Department of Agriculture for further information.

Written or oral warnings must be given to workers who are expected to be in a treated area or in an area about to be treated with this product. See PRECAUTIONARY STATEMENTS, STATEMENT OF PRACTICAL TREATMENT and NOTE TO PHYSICIAN. When oral warnings are given, warnings shall be given in a language customarily understood by workers. Oral warnings must be given if there is reason to believe that written warnings cannot be understood by workers. Written warnings must include the following information: appropriate signal word (CAUTION), area treated with FLOREL® Plant Growth Regulator, date of application, appropriate protective clothing, and reentry interval.

HYBRID SEED PRODUCTION

FLOREL® Plant Growth Regulator modifies sex expression and flowering pattern of of cucumber, squash and pumpkins to facilitate hybrid seed production. Application of FLOREL® increases the number of pistillate (female) and decreases the number of staminate (male) flowers. FLOREL® brings about earlier formation of female flowers at lower nodes where normally only male flowers are formed in standard (monoecious) cucumber, squash and pumpkin varieties.

Sexual modification towards femaleness in treated plants is temporary (5 to 15 nodes). Variety, location, climate and cultural practices may influence the best rate for treatment. Due to the wide range in sensitivity of cucumber and squash cultivars excessive injury may result from FLOREL® Plant Regulator application even when all label directions are followed. Treatment of cultivars classified as strongly male (Straight Neck, Crookneck) may result in an unacceptable level of male flowers remaining. New breeding lines will require trial applications before full scale treatments are made.



pint in 2 1/2 gallons of water) of FLOREL®. Bismarck, Jan Bes, Blue Giant, Delft Blue, and Madam Kruger may benefit from a second spray 2 days after the first.

To reduce total plant height of potted daffodils, apply a foliar spray of FLOREL® when the shoots are 4 to 5 inches tall. Most cultivars will respond to 2000 ppm (1 pint in 2 1/2 gallons) sprays of FLOREL®. For earlier forcings, Dutch Master, Joseph MacLeod, Flower Record, and Barrett Browning will benefit from a second spray 2 or 3 days after the first. Bridal Crown and Geranium require only 1000 ppm (1/2 pint in 2 1/2 gallons of water). Gold Meial, Van Sion, February Gold, and Tete-a-Tete do not require FLOREL® treatment

**FLOREL®
HOME SPRAY GUIDE**

Read Detailed Instructions in This Pamphlet First

APPLICATION	Amount to Use	
	FLOREL®	WATER
Flower Induction Bromeliads	1 oz.	1 pt.
Tomato Ripening Fall Season	1 tsp.	3 oz.
Fruit Elimination Apples/Crabapples	3 oz.	1 gal.
Carob	1-1/2 oz.	1 gal.
Olive	3 oz.	1 gal.
Lateral Branching Azaleas	2-4 oz.	1 qt.
Geraniums	3 oz.	1 gal.

STORAGE AND DISPOSAL
STORAGE

Do not contaminate water, food, or feed by storage or disposal.

PESTICIDE DISPOSAL

Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL

Triple rinse (or equivalent). Then offer for recycling or reconditioning, or puncture and dispose of in a sanitary landfill, or incineration or if allowed by state and local authorities, by open burning. If container is burned, stay out of smoke.

LIMITED WARRANTY AND DISCLAIMER

The manufacturer warrants (a) that this product conforms to the chemical description on the label; (b) that this product is reasonably fit for the purposes set forth in the directions for use when it is used in accordance with such directions; and (c) that the directions, warnings and other statements on this label are based upon responsible experts' evaluation of reasonable tests of effectiveness, of toxicity to laboratory animals and to plants, and of residues on food crops and upon reports of field experience. Tests have not been made on all varieties or in all states or under all conditions. THE MANUFACTURER NEITHER MAKES NOR INTENDS, NOR DOES IT AUTHORIZE ANY AGENT OR REPRESENTATIVE TO MAKE, ANY OTHER WARRANTIES, EXPRESS OR IMPLIED, AND IT EXPRESSLY EXCLUDES AND DISCLAIMS ALL IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

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