

# How to Promote & Sell Red Lake Earth & Stall DRY

## What is Red Lake Earth?

Red Lake Earth is composed of a natural blend of Diatomaceous Earth (67%) and Calcium Montmorillonite (Calcium Bentonite) (33%).

## What is the difference between Red Lake Earth and other DE products?

RLE contains naturally occurring Calcium Montmorillonite (Calcium Bentonite) while other Diatomaceous Earth products are usually comprised of only Diatomaceous Earth.

## Why is RLE grey in color?

Red Lake Earth is grey in color due to the natural blend of Calcium Montmorillonite that occurs in our deposit. Other Diatomaceous Earth products are white in color because they do not contain Calcium Montmorillonite. White DE cannot offer the added benefits of Calcium Montmorillonite.

## Benefits of RLE:

Red Lake Earth is Food Grade and can be fed to all livestock at a rate of up to 2%.

Red Lake Earth is organically approved by OMRI and is safe to use in all organic applications.

Much of the testing done on RLE, when fed to livestock, has shown many positive results including weight gain, improved feed conversion, and parasite reduction, to name a few.

## The Ammonia Test

The following ammonia test is a great way to show how Stall DRY performs on odor elimination.

1. Put a drop of ammonia on the end of your finger and swish it into our product (Stall Dry). Allow it to totally absorb.
2. Proceed to smell that finger and also smell the clay. This will indicate no ammonia smell.

## Why does Stall DRY work so well to absorb odors?

Stall DRY works well to absorb odors due to the fact that Calcium Montmorillonite holds a Cationic Exchange Capacity (CEC). On a CEC measurement Stall DRY offers around 45 which is much greater than other white DE products which are mainly below 20. Stall DRY has a pH of around 5.7 which also contributes to ammonia control.

## Pricing

Red Lake Earth has been favorably priced in the market place to ensure that no one is unnecessarily paying more for a Diatomaceous Earth than is deemed necessary. Absorbent Products Ltd. owns their own mine site, processing facility and sales force while the majority of other brand names of DE are purchased in bulk, repackaged and positioned to achieve the highest margins made available to them. APL has a set price which makes us one of the best priced packaged DE's in the entire North American market.

## APL Agricultural Products

All of our Agricultural products are made from the same material however each product contains a different granulation. Each granulation is specifically designed to be effective for the product's marketed purpose.

- Stall Dry - Crystal granulation
- Red Lake Earth - available in Powder, Fine, Granular and Crystal granulations
- Barn Fresh - Granular granulation
- Barn Fresh Plus and Stall Dry Plus (with added anti-microbial agent and moisture activated Fresh Sense scenting agent) - Crystal granulation

Each brand name is designed to market directly to a specific producer or hobbyist.

## Did You Know:

Each deposit of DE is slightly different. Red Lake Diatomaceous Earth contains Calcium Montmorillonite, a clay that occurs naturally in our deposit creating a darker colored DE.



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