

Date: 11/11/2024

**Contact Information:**

Mark Jull

VP Sales and Marketing

Phone: (403) 390-2116

Email: [mark@plantfitness.com](mailto:mark@plantfitness.com)

Email: [info@plantfitness.com](mailto:info@plantfitness.com)

Website: [www.plantfitness.com](http://www.plantfitness.com)



## **Epoch Science Introduces Innovative Plant Fitness™ Turf Product Line**

**Chicago, IL — 11/11/2024** — Epoch Science, a specialty chemical and biotech company based in Chicago, IL, founded by former Precision Laboratories owner and president, Rick Wohlner, proudly announces the launch of its Plant Fitness product line.

Plant Fitness kicks off its portfolio with a new product category, “Turf Performance Agents,” comprised of biological enhancers, stress-mitigating, and plant performance technologies. These products are designed to optimize the fitness of fine turfgrass, increasing stress tolerance and playability while regenerating resources in the root zone.

Mark Jull will lead the sales and marketing effort and Steve Loveday will manage product development and research for the company. Mark Jull, formerly with Target Specialty Products, has extensive experience leading sales and distribution organizations across North America and brings a customer-focused culture to the team. Steve Loveday, who spearheaded the design and development of the Turf Fuel® line for over 13 years, brings decades of turf innovation and research expertise and has created many successful products sold in the professional turf market.

“This Plant Fitness team unites industry-leading expertise to bring an entirely new category of products to the professional turf market,” said Wohlner. Steve Loveday emphasized, “We believe plants can be more than just healthy, they can be fit. We have developed unique technologies that exceed plant health and take plant performance to a higher level.” Mark Jull added, “Plant Fitness will be available through distributors who offer agronomic support, customer intimacy, and provide high-quality products to the end user. Limited distribution opportunities are available.”

Plant Fitness has launched its first two university-tested products; **Strength™** protects turf from stress, adds cellular resilience and optimizes energy production, and **CrossTrainer™**, a Turf Performance Agent, builds plant fitness while regenerating the root zone. Each product is engineered to complement existing turf programs and offers unique plant-performance attributes. Strength and CrossTrainer will be exclusively available through authorized distribution partners. For more information on these products visit [www.plantfitness.com](http://www.plantfitness.com).

### **About Epoch Science**

Epoch Science is a specialty chemical and biotech company that creates, produces, and markets plant performance technologies under the Plant Fitness and iBEX Nutrition® brands. Plant Fitness offers products that are designed to optimize the performance of fine turfgrass, increasing stress tolerance and playability while regenerating resources in the root zone. For more information visit

[www.plantfitness.com](http://www.plantfitness.com), email [info@plantfitness.com](mailto:info@plantfitness.com) or call 833-833-4239. iBEX Nutrition offers creative plant performance solutions for specialty growers. For more information visit [www.ibexnutrition.com](http://www.ibexnutrition.com).

Plant Fitness, Strength, and CrossTrainer are trademarks and iBEX Nutrition is a registered trademark of Epoch Science, LLC.. Turf Fuel is a registered trademark of Rentokil Initial 1927 PLC.