



FOR IMMEDIATE RELEASE

Anuvia Plant Nutrients Receives National Award For Sustainability Innovation

NEW YORK, NY April 21, 2017 –Anuvia Plant Nutrients has received the Bronze Award for Sustainability at the 2017 Edison Awards presentations in New York City. This prestigious award recognizes the world’s best innovations and inventors. Anuvia was honored for its Organic MaTRX™ technology, which turns organic waste into highly efficient plant nutrients.

Anuvia won the award in the *Sustainability* category, which recognizes advancements that transform the world of commerce and foster energy conservation. The Edison Awards are among the most esteemed accolades to honor excellence in new product and service development, marketing, human-centered design and innovation. Award winners represent “game changing” products and services, as well as excellence and leadership in innovation around four criteria: Concept, Value, Delivery and Impact.

Each year, more than 4,000 products compete for the Edison Awards. Each entry is thoroughly reviewed by the innovation leaders that make up the Edison Awards steering committee and then voted on by more than 3,000 professionals from the fields of product development, design, engineering, science, marketing and education including professional organizations representing a wide variety of industries and disciplines.

Throughout the entire process, Edison Universe seeks out “innovators who have globally influential ideas, who have exhibited the incredible dedication, effort and persistence required to bring dreams to life,” notes steering committee member Kenneth D. Gray. “They remind us that what we can dream, we can achieve.”

In the case of Anuvia, the innovative technology was developed by examining ways to utilize organic waste—from food, livestock or municipalities. The resulting technology created a plant nutrient that fit the concept of a “circular economy” where organic waste materials are consumed and processed into homogenous multi-nutrient enhanced efficiency, slow-release plant nutrient products which protect the environment, and improve soil health and plant growth.

“We are honored to be a recipient of the Edison Award. This technology has enormous potential to reduce organic excess and produce commercially viable, environmentally sustainable products,” says Hugh MacGillivray, Anuvia's executive vice president of commercial.

The Organic MaTRX is a novel slow release delivery system that mimics what happens to organic matter in the soil. It places up to 17% organic matter back in the soil. It does not use any of the current chemical or poly coating technologies used by

other slow release products. Anuvia products reduce nutrient losses in the environment and deliver a balanced nutrient package for crops and turf.

Anuvia offers two product lines with the Organic MaTRX—GreenTRX™ for golf and turf markets and SymTRX™ for agriculture. Anuvia started its first full-scale production line one year ago in Zellwood, FL. By 2020, it projects that additional facilities will open to serve crop and turf markets throughout the U.S.

Kicking off their year as Edison Award honorees, the award recipients gathered in New York City to participate in Edison’s “Meet the Innovators Forum” at the New York Academy of Sciences and an Exhibitor’s Showcase. The day was capped off by a Black-Tie Awards Ceremony where awards were officially presented in recognition of the very best of the best in innovation worldwide.

The Edison Awards are named after Thomas Alva Edison, who pioneered new product development methods and a systematic process of innovation. This year marks the 30th year that Edison Universe has presented the Edison Awards. Recipients have ranged from start-ups to Fortune 500 companies. The award is considered to be 3rd-party validation that delivers an affirmation of superior quality.

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Edison Universe, a 501(c)(3) organization, is committed to inspiring educational institutions and supporting the business world. Motivated by Thomas Edison’s unique vision, unbridled optimism and insatiable curiosity, Edison Universe is focused on nourishing the possibilities, opportunities and foundations of success to empower the imaginations and vision of tomorrow’s inventors and innovators.

Anuvia Plant Nutrients, headquartered in Zellwood, Fla., is a company focused on a new, innovative and patented way of manufacturing enhanced efficiency fertilizers (EEF) for the turf and agricultural industries. Anuvia addresses the three pillars of sustainability – social, environmental and economic – simultaneously by providing an avenue for organic materials to be used in a resource efficient and environmentally friendly manner that helps people, plants and the environment thrive.

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