







OMEX’s mission is to develop and market the most effective scientifically proven products and services for agriculture and industry, maximising efficiency for our customers whilst minimising environmental impact.

# Grow with OMEX

## Chairman’s Introduction

“I would firstly like to express my pride in being part of OMEX, an expanding group of successful companies run by a team of hard working and experienced colleagues.

The strong organic growth that OMEX has achieved since its incorporation in 1976 is testament to the quality of the products and services it delivers, with customers and suppliers staying loyal to the company over the years.

As a privately owned family business, based in the UK and operating around the globe, the OMEX group employs over 200 colleagues directly and supports many suppliers, hauliers, contractors and distributors, who all work in close partnership with the group.

OMEX has always been forward thinking and customer focused. Its formula of being efficient, effective and enterprising has paid dividends. The OMEX group has risen to become established and recognised in over 65 countries around the world.

Not only am I proud of the corporate history, I’m also excited about the future, as the OMEX group continues to grow from strength to strength, expanding its existing customer base, innovating new products and services, and developing new markets.

In this brochure, you will read about all of the industries we are involved in, including agriculture, water and energy – the most vital of activities that help sustain our existence with minimal environmental impact.

I’m confident that OMEX will continue to flourish and that the team, suppliers and customers will grow with OMEX.”

**Olof Winkler**  
Chairman,  
OMEX Group of Companies

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# History of OMEX

**Established in the UK in 1976, OMEX first began operating from ex-Royal Air Force Station Bardney, which had been closed 13 years earlier following the disbanding of the Thor nuclear missile unit. Quickly establishing itself as an innovative and technically progressive organisation, OMEX Agriculture Ltd built a loyal customer base within the East of England and 10 years later acquired a second major manufacturing site in King's Lynn to service the rapidly expanding customer base.**

Although liquid suspension fertilisers were still in their developmental years, forward thinking farmers recognised the benefits over solid fertilisers. Science and agronomy became better understood, advances in ingredients, formulations and manufacturing techniques were made and bigger and better machinery for application in the field became available. As evidence of improved yields became obvious, OMEX grew to establish itself as one of the largest independent bulk liquid fertiliser manufacturers in the UK.

Late in the 1980's, to broaden OMEX's product offer and service to UK customers, bottled and foliar products were introduced. Within a few years, sales of over a million litres of Didin® nitrogen stabiliser was achieved. From 1989, environmental products for industrial applications were also added to the company's product portfolio. High quality liquid deicers

and other industrial fluids sharing similar raw materials and processes to OMEX's core products were developed and marketed by OMEX Environmental Ltd.

An increasing range of foliar products were added to the portfolio, with OMEX Agrifluids Ltd beginning to manufacture and export unique and highly concentrated foliar products worldwide from 1991. Now exporting to over 65 countries around the world, the OMEX brand is recognised in major developing agricultural markets, where food security and cost effectiveness is crucial. Further manufacturing sites and offices established in the past 10 years place OMEX in every continent around the world. Exciting future developments are planned to ensure the brand continues to grow in strength, building on OMEX's history and reputation for delivering excellent products and services.



# OMEX Companies

OMEX Agriculture Ltd is a major manufacturer of liquid fertilisers in the UK. OMEX Agriculture Ltd offers the farmer a total crop nutrition package through its range of unique suspension fertilisers, solution fertilisers, foliar nutrients, health promoters and supporting services for agricultural and horticultural applications in the UK.

OMEX Environmental Ltd develops bio-available micronutrient supplements to maximise the efficiency of AD plants. It also develops and markets a range of nutrients and neutralisers for all types of water treatment processes as well as liquid deicing agents for runways, roads and footpaths. Products are available in the UK and for export worldwide.

OMEX Agrifluids Ltd manufactures and exports speciality fertilisers to over 65 countries around the world. Working closely with distributors to provide excellent technical solutions to growers, the product range includes foliar fertilisers, plant health promoters, biostimulants, seed treatments, organic fertilisers and soluble powders.

OMEX Agrifluids Inc (USA) is based in Madera, California, and manufactures foliar fertilisers that are exclusively marketed by Crop Production Services, the largest retailer of agricultural nutrients in the USA.

OMEX Agriculture Inc (Canada) manufactures and markets speciality fertilisers throughout Canada providing a complete range of seed primers, starters and foliar products. The programmed approach to crop nutrition produces maximum yields in the short growing season.

OMEX Agrifluids do Brasil Ltda specialises in crop health promotion and optimising plant nutrition. A wide range of crop nutrient products for application via soil, seed and the crop canopy are marketed.

**“Using OMEX products has changed our crops dramatically, and the service from our local rep is brilliant”**

Tom Hill, Foster House Farm, Doncaster



# UK Agriculture

- ◆ Solution Fertilisers
- ◆ Suspension Fertilisers
- ◆ Foliar Fertilisers

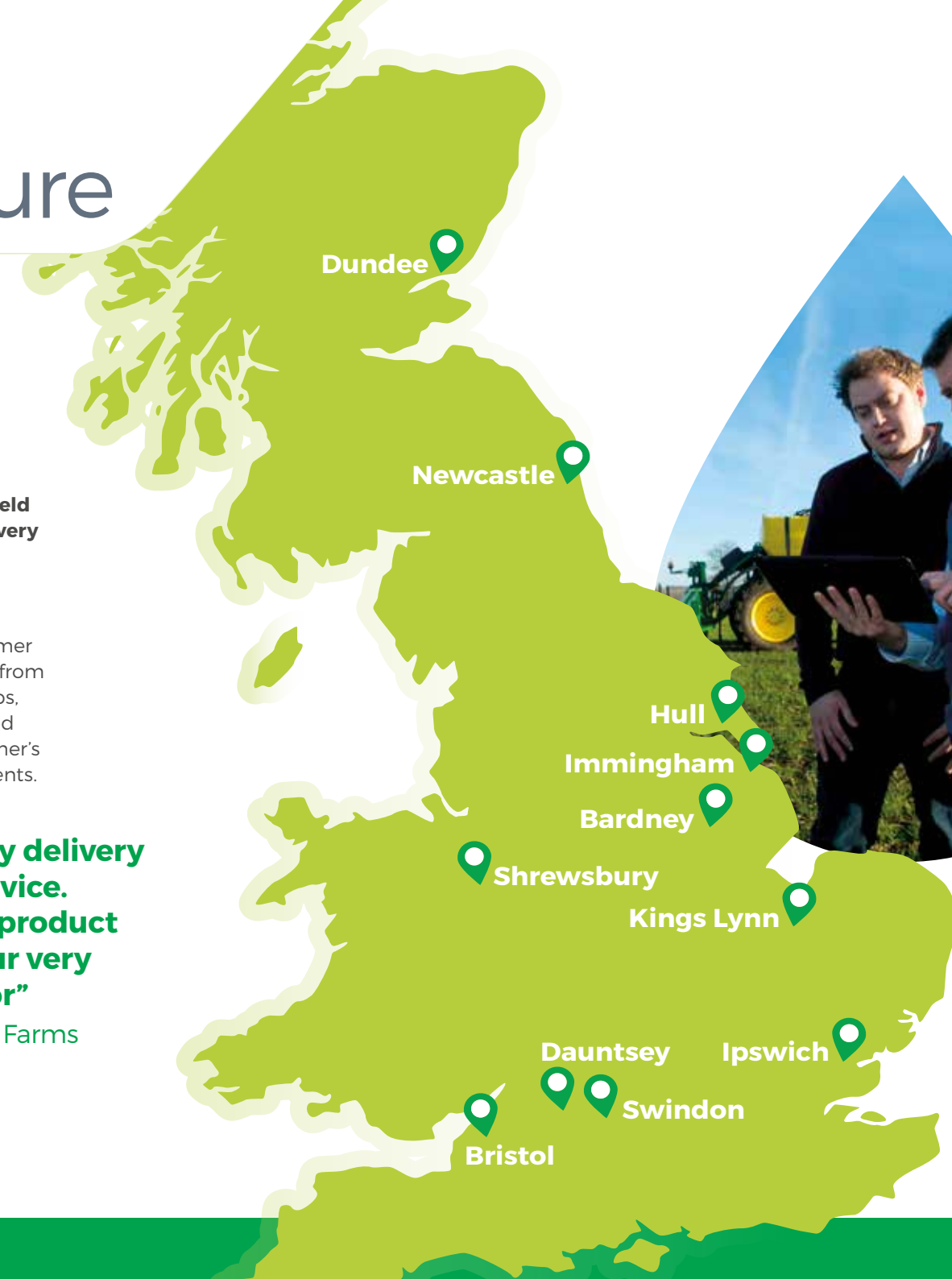
## Total Crop Nutrition

**To achieve the highest possible yield at the most cost effective price, every crop requires the right type and amount of nutrition.**

That's why OMEX recognises the importance of providing the customer with a Total Crop Nutrition service, from testing and analysis of soil and crops, to the timely supply of concentrated fertilisers tailor-made to the customer's individual crop and field requirements.

**“OMEX give us a timely delivery and a professional service. We use a tailor-made product which is applied by our very skilled local contractor”**

Freddie Grant, Mawthorpe Farms



## Nitroflo®

### Liquid Nitrogen Fertilisers

**The use of liquid nitrogen fertiliser is growing faster than ever, particularly in the UK.**

OMEX has always been at the forefront of this developing industry, with the Nitroflo® liquid nitrogen fertiliser range. Nitroflo® offers improved cost effectiveness and superior accuracy and performance, with some of the highest concentrations of liquid nitrogen fertiliser available in the UK.

## Suspension

### Fertilisers

**OMEX suspension fertilisers are concentrated thixotropic liquids, which means they remain gelled when static and flow when pumped.**

Suspension fertilisers contain a high concentration of almost any mix of nutrients and micronutrients, and while solid blended fertilisers are prone to segregation, OMEX suspensions do not separate or settle during transport, so every drop remains perfectly mixed throughout the whole application process.

## Foliar & Speciality

### Fertilisers

**OMEX's speciality foliar products have been developed to ensure extremely efficient uptake of nutrients through crop leaves. Foliar application is especially useful during extreme weather conditions, when crops are stressed, or unable to access nutrients due to under developed roots or lock up in the soil.**

OMEX has created a foliar range that has concentrations several times higher than normal solution fertilisers with 100% water solubility, making them suitable for application by fertigation or with foliar sprays.

## The benefits of

### Going Liquid

**OMEX suspension, solution and foliar fertilisers offer several high-performance benefits compared to granular fertilisers, including fast, efficient and accurate application right up to the field margins, even during adverse weather conditions that would be unsuitable for solid fertiliser spreading.**

The environment benefits too, with a lower risk of volatilisation, a lower risk of run-off or leaching into water courses, and no bags or waste to dispose of. Liquid fertilisers are also safer to transport and store than traditional solid fertilisers.



## Market Leading

### Supply and Service

**OMEX liquid fertilisers are manufactured at Bardney, Lincolnshire and Kings Lynn, Norfolk, and are stored and delivered directly to farm from key distribution hubs strategically positioned around the UK.**

Operating a fleet of over 300 road tankers and with a storage capacity of over 165,000 tonnes plus over 1,500 on-farm storage tanks sited around the UK, OMEX's delivery service to the farmer, especially during peak seasons, is unrivalled in the industry.



**“OMEX operates a fleet of 300 road tankers and has storage capacity of over 165,000 tonnes”**

# UK Horticulture

- ◆ Foliar Nutrition
- ◆ Biostimulants
- ◆ Soluble Powders

OMEX Horticulture is part of OMEX Agriculture Ltd, offering a complete package of tailor-made nutrition products and services to the ornamental, soft fruit and glasshouse salad sectors.

Amenity areas such as golf courses and professional sports grounds are also provided for through a range of specialist products for turf, including market leading mosskiller, Ferromex®.

**“We use the outstanding range of OMEX liquids to give us the top quality turf our customers expect. We always achieve superb results from OMEX products and their customer support is excellent”**

Ian Forshaw, Sports Turf Manager, County Turf



## High Quality Products

OMEX Horticulture is registered and certified by the FIAS assurance scheme and products are made from high quality raw materials.

Batch samples are analysed prior to dispatch to ensure quality and consistency. Only the finest grade powders are blended in the soluble range, ensuring the simple and reliable operation of fertigation and liquid feeding systems.

## Organic Products Range

For growers involved in producing food or produce in accordance with strict organic approval criteria.

The OMEX portfolio of organic products meet the requirements of authorisation by the Soil Association, Organic Farmers and Growers and SOPA growers in Scotland.

## Amenity Range

For fine turf, amenity and landscape managers.

The amenity product range is used on professional sports fields and pitches nationwide, for greener greens and a healthier sward.



# UK & International Environmental

- ◆ Micronutrient & biological additives
- ◆ Water treatment solutions
- ◆ Deicers
- ◆ Concrete Accelerators

OMEX Environmental Ltd is based in the UK and operates both nationally and internationally.

It provides a range of liquid and solid treatment solutions for the energy, water, construction and transport sectors.

**OMEX is committed to reducing environmental impact and continually improving operating performance.**



## Micronutrient and biological additives

Helping to work towards the UK's target of 20% energy from renewable sources, OMEX supply its unique TEA range of micronutrient and biological additives for the AD market. These include trace element additives to optimise biogas production, iron solutions to minimise hydrogen sulphide levels and enzyme solutions to optimise fibre breakdown, all of which help operators to optimise their plants' output and increase return on investment.

## Deicers

OMEX liquid and solid deicers are applied to most UK airport runways and a number of key road and rail bridges, offering noncorrosive ice control even in the severest of winter weather conditions. OMEX deicers are less abrasive and corrosive than conventional deicers and are effective to below -20°C.

## Water Treatment

OMEX is helping companies to comply with government legislation regarding wastewater discharge with its range of biological wastewater treatment solutions. These include odour and septicity control, anti-bulking agents, acid neutralisers, flocculants and microbiological augmentation products.

## Concrete Accelerators

Anomex Ca is a calcium nitrate solution developed for the construction industry as a multi-purpose concrete admixture which allows concrete to set quickly even at very low temperatures. Unlike other concrete admixtures, it also works to prevent corrosion which helps to strengthen structures and counterbalances any possible delays to the process which can be caused by other admixtures, such as plasticisers. Anomex Ca comes in two powerful formulations, dependant on individual requirements.



# International Agrifluids

**OMEX Agrifluids is a world leader in the design and manufacture of innovative plant nutrient fertilisers. Operating from its corporate headquarters in the UK, sales continue to expand rapidly, reaching over 65 countries.**

OMEX's comprehensive range of fertilisers is characterised by very high nutrient concentrations designed to promote the health and vigour of crops, correct nutrient deficiencies and help enable the plant to withstand abiotic and biotic stress.



## Product Range

- ◆ **Suspension** Fertilisers
- ◆ **Health** Promoters
- ◆ **Clear Solution** Fertilisers
- ◆ **Seed** Treatments
- ◆ **Soluble Powder** Fertilisers
- ◆ **Bio**-Fertilisers
- ◆ **Organomex** Range
- ◆ **Biostimulants**
- ◆ **Fertiliser Coatings** - MDS
- ◆ **Kingfol** Range

## Quality

OMEX foliar fertilisers are formulated with enhanced bio-availability (eba™), a revolutionary formulation system designed to optimise foliar uptake and assimilation of nutrients. Only the highest quality raw materials are selected and products are vigorously tested throughout the production process. State of the art facilities, in-depth knowledge and extensive experience enables OMEX to design, develop and manufacture innovative, reliable formulations.



## Service

OMEX's team of agronomists give technical support and advice to customers worldwide, growing all types of crops from Agave to Zucchini. OMEX works very closely with distributors possessing excellent crop knowledge and regional expertise.

A highly experienced team of export specialists support, assist and advise in all export procedures, with expertise in sea freight, road haulage, export air logistics, documentation and product registration. OMEX provide applicable export documentation required by the country of destination, ensuring that export laws and regulations are adhered to.

## Awards

OMEX Agrifluids celebrated being named as winners of a Queen's Award for Enterprise – The UK's highest accolade for business success. OMEX Agrifluids received the award for International Trade.







## USA

**OMEX has been a key manufacturer of specialised foliar fertilisers and fertigation products in the USA since 1997.**

The business started manufacturing in Madera, California, with products targeted at the local market where there is a broad range of crops grown. The business has since expanded and distribution is now throughout the states. The product range brings unique technologies that have been developed specifically for farmers and growers in the USA for a wide range of high value produce, including potatoes, berries, citrus tree and vine crops. The variability in climate and soil conditions across the country bring opportunities to innovate with solutions that benefit the local markets.



## Canada

**Offering superior nutrition packages and advisory services to Canadian growers of field and horticultural crops, as well as the turf and ornamental sectors. The range ensures that crops get off to a strong start for a faster finish.**

Canada's fertiliser range includes seed dressings, starters, fully water soluble foliar suspensions and plant health promoters, along with many tailored formulations that fit specific needs and crop requirements. The team of Plant Health Professionals supports growers to maximise the potential of their crops throughout the season. The expansive trials and R&D program continues to bring advantages to growers that need products for specific challenges they face, season to season.



## Brazil

**Brazil is an important export market following recent rapid growth.**

As demand for high quality and advanced technology nutrition spreads across the huge areas of cultivation, OMEX continues to build its reputation as a market leading supplier. Sales are supported by large numbers of field trials, SAP analysis and an experienced team of technical agronomists.

While soybeans, sugar cane and maize continue to drive large volumes, OMEX do Brasil is also expanding rapidly into fruits and vegetables, where the demand for foliar nutrition is high.

## Mexico

**A relatively new market for OMEX, sales have grown quickly with key products giving great benefits to growers.**

OMEX technology and quality have been a revelation in Mexico, attracting a strong following of well-established influential distributors. As new products gain registration and confidence grows, Mexico promises to be a key export market of the future.



## China

**With an estimated 600 million farmers, China represents a massive potential market for crop nutrition and crop protection products.**

Despite China investing heavily in a formidable domestic manufacturing capability for fertilisers and crop protection product, OMEX products are distributed widely in the key horticultural and agricultural Chinese provinces. Chinese agriculture is very varied across a number of different climatic regions bringing real challenges to growers, however, visit any supermarket in China and you will find a wide range of high quality fresh produce. This is the core market for OMEX products in China – supplying premium products to farmers to promote high quality fresh produce at affordable prices.



## India

**The “Green Revolution” of the past 30 years has seen India become an exporter of soft commodities.**

Despite this success and the advances in agricultural technology, the depletion of micronutrients from Indian soils is often cited as a critical limiting factor in the pursuit of higher yields to feed the growing Indian population. In recent years, OMEX products have been specifically developed for use on tea, fruit, vegetables and spice crops, bringing higher yields and better incomes for farmers and growers in India. It is evident that OMEX products are now well accepted by the Indian grower across the country.





# Services

## Soil Testing

**Almost 20 tonnes of soil is processed annually in the UK laboratories.**

That represents around 160,000 hectares of growing land. Soil testing services offer farmers the opportunity to address specific deficiencies before the growing season starts, by tailoring their OMEX fertiliser order to each field's unique and exact nutrition requirements.



Thousands of samples are processed and analysed each year, with customers receiving follow up advice and recommendations to maximise yield and optimise quality.



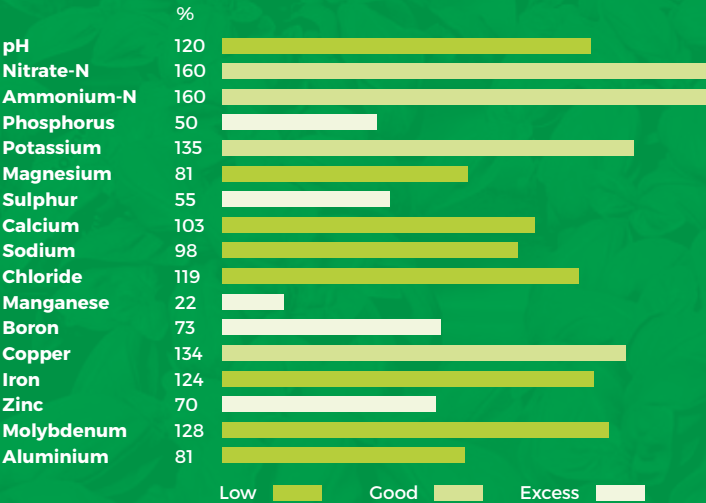
## SAP® Analysis

**OMEX's SAP analysis service draws from a unique database built over 25 years on a wide variety of crops from all over the world.**

SAP® analysis offers a highly accurate and topical assessment of the true nutritional status of the plant while it is growing. Whereas conventional tissue testing reports the level of nutrients in a sample, including those locked up and unavailable for growth in cell walls and storage cells, SAP analysis measures only the actual level of crop nutrients available for plant growth.

17 parameters are analysed to give a complete picture of the plant's nutritional status, and recommendations made to improve plant health and yield.

## Full SAP Analysis Results



# Research and Development

**OMEX is dedicated to constantly improving existing products and pioneering new products that are scientifically proven, to ensure customers receive the most efficient product for increasing yield and output, with minimal environmental impact.**

**OMEX operates testing facilities around the world, including a controlled environment greenhouse and growth cabinets to simulate different growing conditions. Fully equipped laboratories and partnerships with major research institutions allows testing of new products and techniques. In the field, hand-held scanning equipment, remote drone technology and fully replicated plot trials assess OMEX products compared to other products and systems.**

Each year, over 150 separate field, greenhouse and laboratory trials are conducted worldwide on a range of crops including cereals, fruits and vegetables and nuts, as well as on site trials in partnership with industrial clients.





## OMEX Agriculture Ltd

### Head Office:

**Bardney Airfield, Tupholme,  
Lincoln LN3 5TP**

**T:** +44 (0)1526 396 000

**F:** +44 (0)1526 396 001

**E:** agriculture@omex.com

[www.omex.co.uk/agriculture](http://www.omex.co.uk/agriculture)

### King's Lynn Site:

**Estuary Road, King's Lynn,  
Norfolk PE30 2HH**

**T:** +44 (0)1553 760 011

**F:** +44 (0)1553 769 784

## OMEX Horticulture

### King's Lynn Site:

**Estuary Road, King's Lynn,  
Norfolk PE30 2HH**

**T:** +44 (0)1553 760 011

**F:** +44 (0)1553 769 784

**E:** agriculture@omex.com

[www.omex.co.uk/horticulture](http://www.omex.co.uk/horticulture)

## OMEX Environmental Ltd

### King's Lynn Site:

**Estuary Road, King's Lynn,  
Norfolk PE30 2HH**

**T:** +44 (0)1553 770 092

**F:** +44 (0)1553 776 547

**E:** environmental@omex.com

[www.omex.co.uk/industry](http://www.omex.co.uk/industry)

## OMEX Agrifluids Ltd

**Saddlebow Road, King's Lynn,  
Norfolk PE34 3JA**

**T:** +44 (0)1553 817 500

**F:** +44 (0)1553 817 501

**E:** agrifluids@omex.com

[www.omex.com](http://www.omex.com)

## OMEX Agrifluids Inc (USA)

**24730 Avenue 13, Madera,  
CA, 93637, USA**

**T:** +(1) 559 661 6138

**F:** +(1) 559 661 6138

**E:** omexusa@omex.com

[www.omex.com/usa](http://www.omex.com/usa)

## OMEX Agriculture Inc (Canada)

**290 Agri Park Rd,  
Oak Bluff, MB R4G 0A5**

**T:** +(1) 204 477 4052

**F:** +(1) 204 477 4057

**E:** info@omexcanada.com

[www.omexcanada.com](http://www.omexcanada.com)

## OMEX Agrifluids do Brasil Ltda

**Rua Treze de Maio, 797 – Sala 25 – Centro  
– Piracicaba/ SPCEP 13400-300**

**T:** +(19) 3414-2808

**E:** contato@omex.com

[www.omex.com.br](http://www.omex.com.br)



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