

# Lower Plant Mortality with Peroxide UltraPure™

Stop biofilm and pathogens with onsite generated peroxide.  
Safe for plants. Zero residues. No toxicity.



Enhanced Crop Protection



Uniform Irrigation



Superior Oxygenation



## Reduce Plant Loss, Boost Survival with Cleaner Water

Water quality is the foundation of healthy, profitable plant production. Yet, biofilm buildup, waterborne pathogens, and low oxygen levels in irrigation systems can threaten plant health and uniformity. Using Peroxide UltraPure, nurseries can prevent disease and lower plant mortality.

GOgen® produces your own Peroxide UltraPure™—on-site and on demand—all while improving plant performance, reducing labor, and doing it in a way that's more sustainable and cost-effective.



### Fully autonomous: Sit Back and Relax with GOgen®

GOgen® operates completely on its own. Simply set it up and let it handle the production of Peroxide UltraPure™ – no constant monitoring or adjustments required.

This allows you to focus on what matters most – nurturing your crops.



### No chemical inputs: Cultivate Peace of Mind with GOgen®

GOgen® relies solely on water, electricity, and air to produce Peroxide UltraPure™.

There are no harsh chemicals involved, eliminating the risk of harmful residues in your soil or plants.



### Safe and sustainable: Embrace the Future with GOgen®

GOgen® is a champion of sustainability. Its operation requires minimal resources and leaves behind no harmful byproducts.

By choosing GOgen®, you're not only investing in healthy crops, but also in a healthier future for our planet.



## Enhanced Crop Protection: Supporting Your Crops' Natural Resilience



Pathogens like Phytophthora and Pythium threaten crops by attacking roots, causing rot and wilting.

Traditional chemical treatments are costly, environmentally harmful, and contribute to pathogen resistance.

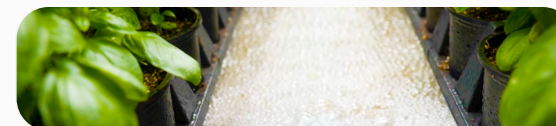
Peroxide UltraPure™ eliminates these pathogens while boosting plant resistance, ensuring healthier crops and clean irrigation—without chemical byproducts.



**Images:** Comparison of lavender plants without Peroxide UltraPure™ (left), and with Peroxide UltraPure™ (right). Plants that received Peroxide UltraPure™ show a much lower incidence of phythium..



## Superior Oxygenation



### Enhanced Microorganism Activity for Optimal Plant Health:

Peroxide UltraPure™ boosts oxygen and beneficial microbes in the soil for richer nutrition and healthier crops.



## Uniform Irrigation



### Consistent Water Delivery for Peak Performance:

Peroxide UltraPure™ keeps irrigation lines clog-free. It's gentle on the equipment, saving you money on maintenance.



GOgen® is classified as an onsite pesticide device under FIFRA. Peroxide UltraPure™, generated exclusively by the GOgen® generator, has been OMRI Listed® for use as a plant disease control or as an algicide, disinfectant, or sanitizer.



# Onsite Green Oxidation in Action

## How Growers Succeed with Peroxide UltraPure™

HPNow addresses growing global challenges in clean water and sanitation with its patented and award-winning water treatment technology.

Headquartered in Copenhagen, with representation across the globe and over 150 installations worldwide, HPNow solves their clients' water treatment needs in market segments ranging from agriculture and aquaculture, to industrial and drinking water treatment.



### Protecting plants against Pythium at Peace Tree Farm nursery

To improve greenhouse operations and decrease risks of Pythium outbreaks, Peace Tree Farm installed a GOgen® system. After dosing the Peroxide UltraPure™, they observed 90% less plants affected by phythium.



### Peroxide UltraPure™ lowers plant mortality at strawberry nursery in South Africa

Garden of Eden Berries is the largest exporter of strawberry fruit in the Southern Hemisphere. This nursery has reported a 10% decrease in plant mortality after implementing an HPNow system as compared to industrial peroxide.



### A grower's guide to sustainable and safe water reuse

Growers face the challenge of balancing water use with crop production. Freshwater resources are becoming increasingly scarce, and responsible water management is a must. GOgen® system helps growers by enabling safe and sustainable water reuse in agricultural operations.

## Learn More in Our Knowledge Centre

[hpnow.com/knowledge-centre/](https://hpnow.com/knowledge-centre/)

