

ORCHARD Film



# SUNUP

Reflective Films

**IMPROVE COLOR, BECAUSE COLOR SELLS!**

SunUp Reflective Orchard Film reflects 85% or more of the sun's UV rays up into the underside and central areas of the tree to the majority difficult to colour fruit.

Placing the film between the rows of your orchard trees you can expect an improvement in fruit colouring, size and in higher brix and taste.

### **Benefits:**

- ◆ Noticeable improvement in color blush, larger fruit sizes and sets.
- ◆ Some fruits see increased brix levels sweeter fruit with better taste.
- ◆ Earlier and more balanced harvesting.
- ◆ Reduction in harvesting time, due to less passes for picking.

### **Technical Explanation:** (Credit: Harry Andris- UC Kearny Ag Center)

- Red color development in tree fruit, whether nectarine, apple, cherry, pomegranate, etc., is triggered by a chemical reaction which changes the red pigment precursor cyanidin to ideain, the predominant red pigment in anthocyanin
- The initial color change seen when using reflective orchard film is in the background color, in as few as four days after the materials are placed in the field.
- The best red color enhancement occurs when the film is spread in the orchard three to four weeks prior to harvest.



## **Insense Pty Ltd**

Russell Fox

6 Sims Rd, Cobram Vic 3644

Ph. 03 58711650 Mob. 0428 570 394

[russell@insense.com.au](mailto:russell@insense.com.au)