



1429 S. Shields Drive
Waukegan, IL 60085
Phone: (847) 596-3001
Fax: (847) 596-3017
www.precisionlab.com

NEWS

FOR IMMEDIATE RELEASE

Contact:

Danny Ori
Marketing Specialist
(847) 596-3001 x229

Precision Laboratories Selects The Hondo Group as Agency of Record

Waukegan, Illinois (March 4, 2010) Precision Laboratories, a leading provider of adjuvants, seed enhancements and foliar nutrients, located in Waukegan, Ill., has selected The Hondo Group to manage communications, public relations and digital strategy for their agricultural chemistries, seed enhancement and nutrient businesses.

“The adjuvant and seed enhancement industries are continuing to expand in the marketplace, and selecting the right communications partner has never been more important,” said Rick Wohlner, president of Precision Laboratories. “Our relationship with The Hondo Group allows us to work with an experienced team of agricultural professionals that we believe will help accelerate our company’s already rapid growth.”

The Hondo Group will work closely with strategic marketing services that include media relations, new product campaigns, digital strategy and development, social media and web-based PR. The account will be under the direction of vice president Kim Jones, who is based in The Hondo Group’s agriculture service office in Darlington, Wis.

“We’re proud to have the opportunity to partner with Precision Laboratories and help increase awareness of this impressive company,” said Kim Jones, vice president of The Hondo Group. “Precision provides retailers and growers with an excellent product line that will ultimately lower a grower’s risk and increase their return of investment. We look forward to helping enhance Precision’s brand recognition, as well as making Precision’s product portfolio the top-choice for all adjuvant, seed enhancement and foliar nutrient needs.”

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About Precision Laboratories

Precision Laboratories is a leading provider of specialized chemistries applied to plants, seeds, soil and water to maximize resource and biological performance potential while stewarding the environment. For more information on the company's products and its value-added dealers, call 800-323-6280 or visit www.precisionlab.com.

About The Hondo Group

The Hondo Group is a marketing services company offering pioneering professional services and unique business planning and assessment tools. Experienced specialists in marketing communications, The Hondo Group is full of imaginative experts who appreciate the importance of an overarching marketing strategy with original creative executions, meticulously formulated to match your needs.