



GENERAL
HYDROPONICS®



Flora Series®

Professional Nutrient System



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PRODUCT GUIDE 

The
Original
3-PART
LIQUID HYDROPONIC
FERTILIZER
★ ★ ★

First formulated in 1976, Flora Series is the original three-part hydroponic-based nutrient system. Thanks to its ingredients, consistent performance and amazing results, it's the most-used General Hydroponics nutrient today, across nearly any growing style and practice.





CUSTOMIZABLE NUTRITION FOR ALL CROP STAGES

The nutritional needs of commercial horticultural crops like cannabis, hemp and other aromatherapeutic herbs vary based not only on the genetics or cultivar, but also on crop stage. Crops at the vegetative stage typically require higher levels of nutrients like iron and nitrogen. As a crop starts to fruit or flower, managing nitrogen levels and increasing nutrients like potassium and sulfur are beneficial.

That's why Flora Series features multiple unique formulas, each designed to fulfill your plant's nutrient needs as they change throughout the growing cycle.



FloraGro

Blended with nitrogen, phosphorus, potassium and magnesium for support of structural and foliar growth.



FloraMicro

Rich in nitrogen, calcium and chelated micronutrients to help support fast-growing crops during all growth stages.



FloraBloom

Packed with phosphorus, potassium, magnesium and sulfur to help boost results during fruiting and flowering.



BUILDING BLOCKS FOR GROWTH

Flora Series allows growers to fine-tune their feed system by putting them in charge of when and how much of each nutrient to use in each stage of growth.

- Higher levels of **FloraGro** and **FloraMicro** will push nitrogen, calcium and iron levels up, favoring vegetative growth.
- When it comes time to flower, raising up **FloraBloom** levels will increase phosphorus, potassium and sulfur levels, facilitating generative growth.

HIGH LEVEL OF CONTROL

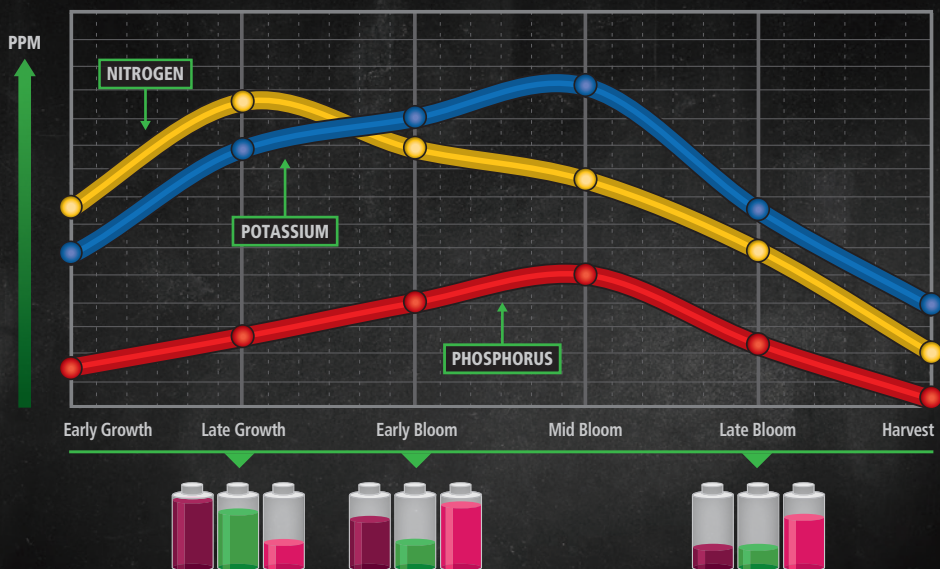
Managing nutrient levels for each growth stage is critically important to achieving high yields. Careful introduction and reduction of specific nutrients at strategic times can also give you the power to drive specific results from your crops.

This delicate orchestration encourages crops to grow vegetatively or generatively. Flora Series' three-part system can help growers achieve this high level of control. We call this practice crop steering.



CROP STEERING EXAMPLE

Flora Series can be adjusted to match the needs of a developing crop.



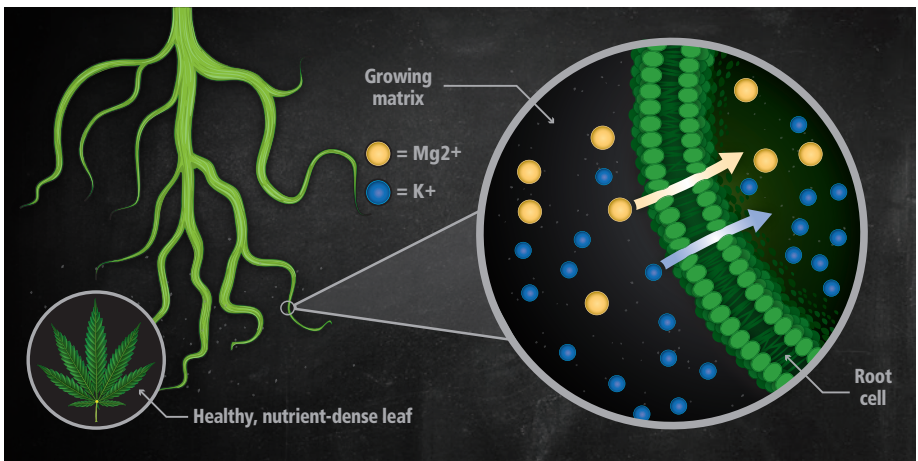
EXPERTLY BALANCED NUTRITION

When it comes to nutrients, more is not always better. Plant nutrition is all about balance. Minerals must be properly proportioned for plants to use them effectively.

If nutrient ratios are out of balance, one can compete with another for uptake into the plant, potentially leading to reduced growth and nutritional deficiencies, or “nutrient antagonism.” Flora Series is designed to create the right balance of nutrients that promotes uptake and utilization of other nutrients, or “nutrient synergism.”

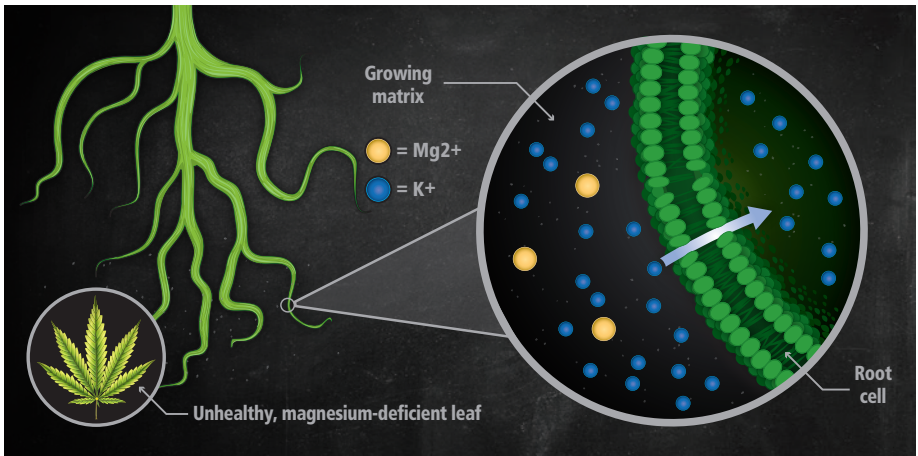
BALANCED SOIL ROOT ZONE

Optimal nutrient ratios or “nutrient synergism,” like that found in Flora Series to promote growth.



UNBALANCED SOIL ROOT ZONE

Out-of-balance nutrient ratios or “nutrient antagonism,” which can limit growth.



BACKED BY THE BEST

At General Hydroponics, we've been making—and perfecting—fertilizer formulas for more than 40 years. Today, we're just as committed to producing high-quality products using key manufacturing processes and cutting-edge research as we were on day one.



HIGH-QUALITY INPUTS, EVERY TIME

Pairing reverse osmosis water with premium inputs, highly water-soluble ingredients and no fillers, our technical-grade nutrients are specially balanced to help your plants thrive.



STATE-OF-THE-ART FACILITIES

Our manufacturing plant, located in Northern California, features an in-house, certified analytical lab. It's there we create Flora Series and our other fertilizer products, to help ensure consistency and performance every time.



RIGOROUS TESTING & RESEARCH

We routinely review nutrient content of plant tissue from growers all over North America, fine-tuning our comprehensive plant nutritional recommendations, to help give you the tools you need for success.

WHICH SIZE IS RIGHT FOR YOU?



**Pint/
473 ml**



**Quart/
946 ml**



**1 Gallon/
3.79 Liters**



**2.5 Gallon/
9.46 Liters**



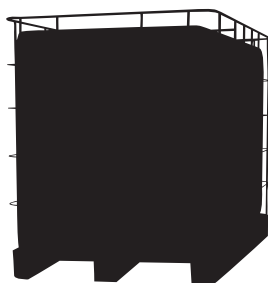
**6 Gallon/
22.7 Liters**



**15 Gallon/
56.7 Liters**



**55 Gallon/
208 Liters**



**275 Gallon/
1040 Liters**



**GENERAL
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