



MULCH & SOIL COUNCIL ANNUAL MEETING

OCTOBER 2ND, 2025

Presented By:

STEPHEN HARNEY



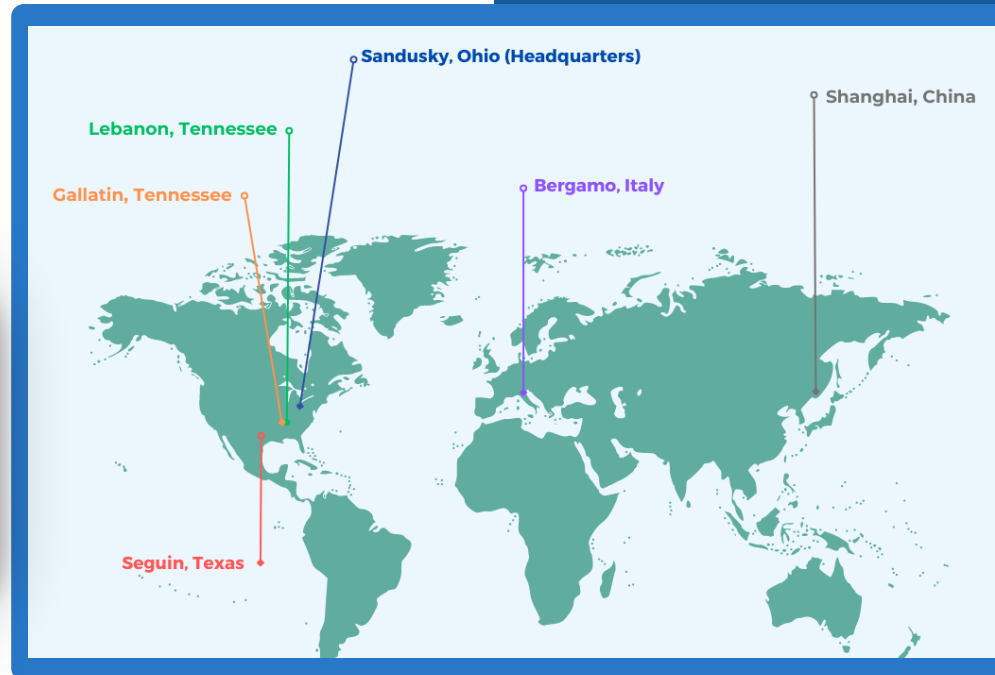
www.agricoatings.com

THE ORIGINS OF AMERICAN COLORS

Established in 1975 as a gel coat manufacturer, American Colors has evolved into a dynamic force, catering to a diverse range of industries such as adhesives and sealants, coatings, vinyl film, composites, plastics, cosmetics and personal care, and agriculture. As a private, employee-owned company, we proudly operate five state-of-the-art facilities across the United States, with additional locations in China and Italy.



Headquarters -
Sandusky, Ohio



Over the last 50 years, we have achieved steady growth by providing:

- High-quality products
- Exceptional customer service
- Innovative solutions
- Extensive industry expertise
- Diverse range of experience

THE INCEPTION OF AGRICOATINGS: A NEW ERA BEGINS IN 2013

To further leverage our expertise and expand our business, we proudly launched the AgriCoatings division. Recognizing a promising opportunity within the agriculture industry, we found it a natural fit with the scope and processes of our existing products. Lebanon, TN became our strategic home base, where we produce our landscaping colorants as well as other high-volume water-based products.



MULCH COLORANT PRODUCT LINES

Our water-based products offer a wide array of vibrant and consistent colors for your mulch. With outstanding binding properties, our colorants guarantee a long-lasting finish that will elevate the beauty of any landscape.

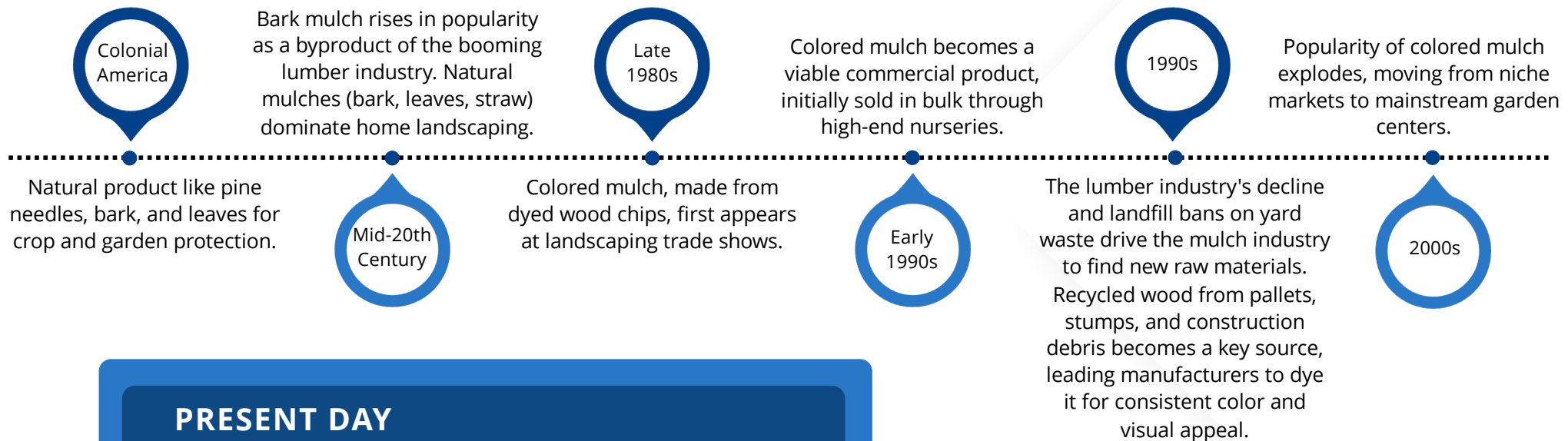
High Performance
(HP) Line

Legacy Line

Advantage Line

Classic Line

THE EVOLUTION OF MULCH

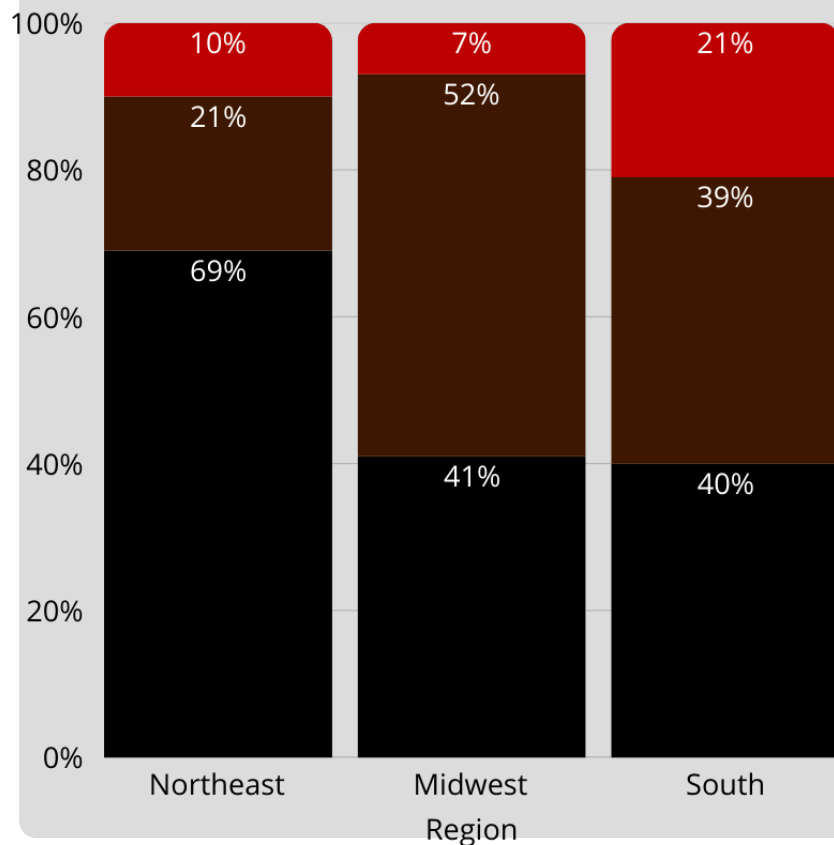


PRESENT DAY

Mulch is a multi-billion-dollar industry, offering natural and manufactured products. Colored mulch remains popular for its curb appeal, longer-lasting color, lower maintenance needs, and use of recycled wood waste.

Regional Differences over the last decade

● Black ● Brown ● Red



REGIONAL DIFFERENCES & SHADE TRENDS



The colored mulch industry is dominated by red, brown, and black.



One of the first dyed options, red mulch rose to popularity in the 1990s due to its vibrant and high-contrast appearance. Red mulch is predominately used on commercial properties rather than residential.



As landscaping trends moved towards a natural look, brown mulch became popular for its resemblance to aged wood, becoming the top choice by 2017 due to its versatility.



In recent years, black mulch has become popular for its modern, dramatic appearance, providing a striking contrast with greenery and flowers. It also absorbs more heat, helping to warm the soil.

THE EVOLUTION OF MULCH COLORING EQUIPMENT

The history of mulch coloring equipment over the last 25 years is defined by innovation aimed at adding value to wood waste.

To enter the mulch coloring industry, organizations often transform their existing machinery—like grinders, augers, and trommels—into effective coloring systems. These systems are favored due to their mobility and low setup costs.

PIONEERING INNOVATIONS

A breakthrough came in 1997 with the introduction of the first "grind and color" system, which integrated the coloring process directly into the grinder. This significantly reduced labor and handling costs. Colorant Companies like Colorbiotics and Amerimulch also pioneered equipment like the Sahara and the ColorTrom machines, solidifying the role of colorant companies in the equipment market.

CONTINUED ADVANCEMENTS



The industry is moving towards greater efficiency and specialization, offering both stand-alone and integrated systems with features like remote monitoring for colorant usage and production metrics. These advancements improve operational efficiency and precision in coloring mulch, allowing for vibrant, long-lasting hues.

Additionally, eco-friendly practices, such as biodegradable colorants, are prioritized to align with environmental concerns. With ongoing technological evolution, the future of mulch coloring equipment looks promising, with potential innovations for streamlined processes and reduced ecological impacts.

A TRANSFORMATION IN BUSINESS PHILOSOPHY

Recent advancements in colorizer technology have transformed industry priorities, moving the focus from the cost per pound of colorant to the cost per cubic yard.

BY INVESTING IN ADVANCED COLORIZERS:

- ☑ REDUCE WASTE
- ☑ ENHANCE THE VIBRANCY AND LONGEVITY OF PRODUCTS
- ☑ INCREASED CUSTOMER SATISFACTION AND LOYALTY
- ☑ LONG-TERM SUCCESS
- ☑ IMPROVED QUALITY



COLORIZERS - DEDICATED COLORING MACHINES

There are two primary types of standalone colorizer methods:

TUMBLING

Material is fed into a rotating, inclined drum. Gravity and centrifugal force tumble the wood chips while they are sprayed with the colorant and water mixture. A trommel can also be retrofitted to perform this process efficiently.

PADDLE OR AUGER

Mixing paddles or augers push the material through a chamber. This method is highly effective for separating stringy materials to ensure more even color coverage, though it requires more maintenance due to the high torque and driving action.



HOW TO CONTROL COLOR

Colorizers use density (Weight Per Gallon) as a metric to control colorant pounds per yard. While Weight Per Gallon (WPG) is a common metric used by mulch producers to control colorant pounds per yard and calculate cost-effectiveness, relying on it alone to gauge a colorant's quality can be misleading as it doesn't fully explain the performance of a colorant. A high WPG doesn't automatically translate to superior performance or the expected results.

A higher WPG doesn't necessarily indicate stronger or superior colorants. Colorants may share the same WPG yet possess vastly different levels of color strength. Color strength reveals the intensity and vibrancy of the color.



EVALUATING A COLORANT'S EFFECTIVENESS: THE IMPORTANCE OF COLOR STRENGTH

Color strength tells us how much coloring power the pigment has. A stronger colorant means you need less product to achieve the same shade. We measure color strength in two ways:

- Masstone - the color at full strength
- Tint - the color when mixed with white, which shows how it will perform in real-world use.

WHY STRENGTH MATTERS

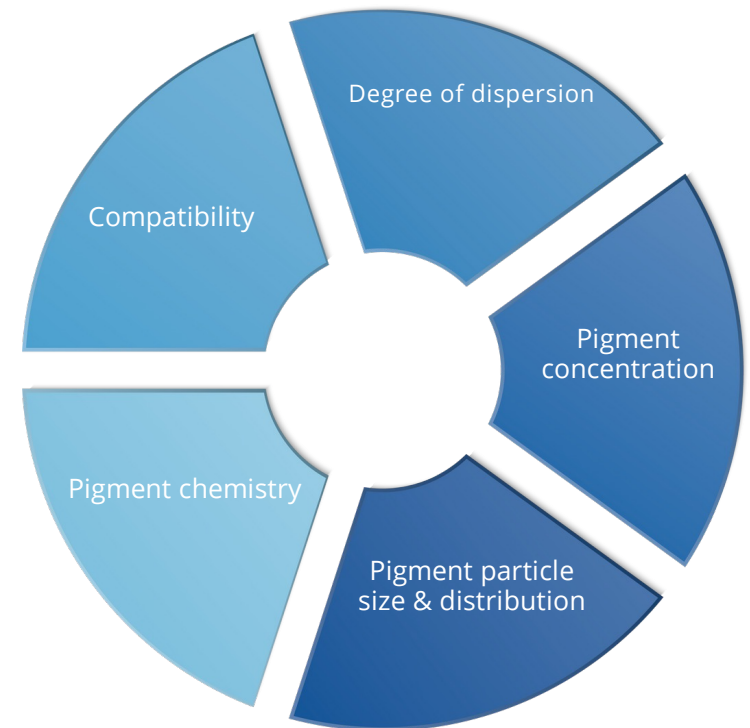
☒ **COST SAVINGS**

☒ **CONSISTENCY**

☒ **PERFORMANCE ASSURANCE**



FACTORS THAT INFLUENCE COLOR STRENGTH



CONCLUSION

AgriCoatings has partnered with Next-Gen Manufacturing to provide an excellent choice when choosing a colorizer. For more information on our products and equipment, please give us a call.

THANK YOU FOR YOUR ATTENTION



615-443-0345



info@agricoatings.com

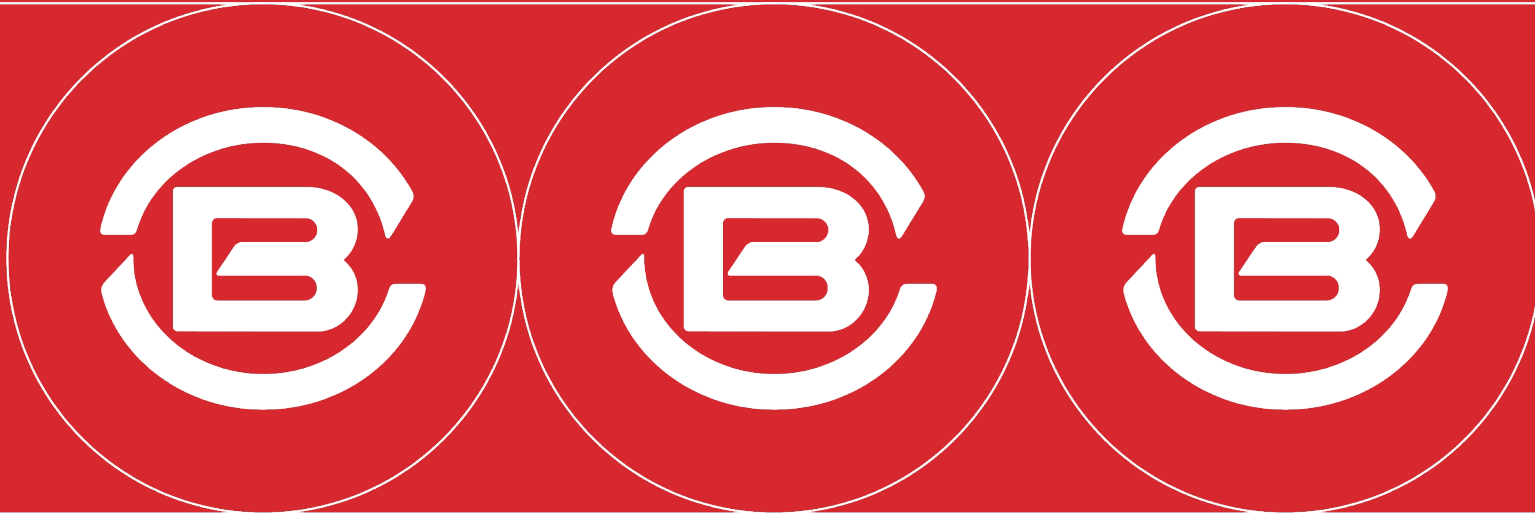


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MSC Colored Mulch Insights

10/2/25

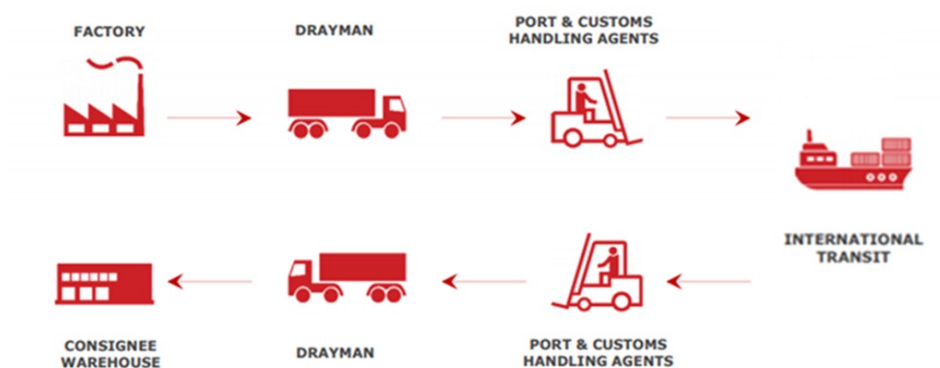
Introduction to Tariffs

Synthetic Iron oxides are critical pigments used in construction, coatings, plastics, and ceramics industries.

The US relies exclusively on imports

100% of synthetic iron oxide supplied to the US is imported

Domestic “production” is exclusively through blending capabilities that rely on imported pigment.



Tariff Policies



Statutory rate for all synthetic iron oxide is 3.7% (Always)

25% tariff imposed on Chinese imports via Section 301 in 2018 and still active today.

- Iron oxide pigments fall under specific HTS codes subject to these duties.

10% tariff imposed on Chinese imports via IEEPA (fentanyl migration) on 2/4/2025.

- Increased to 20% on 3/4/2025
- Rates are stacked
- All goods, no exemptions

Synthetic Iron oxide HTS included on the Annex II exemption list for all IEEPA (country specific reciprocal) tariffs.

Executive Order 14257, Annex II



ANNEX II

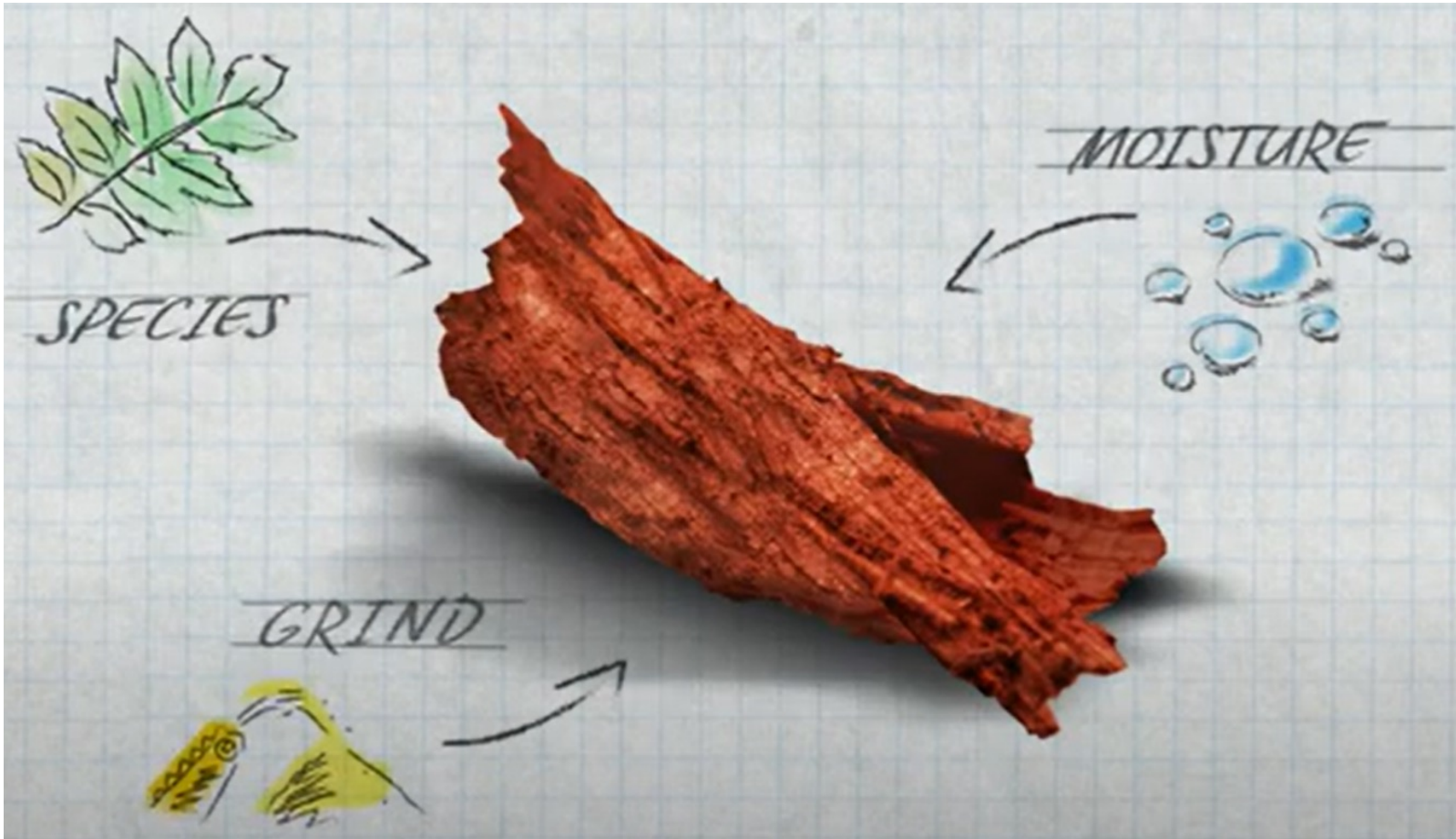
Note: All products that are properly classified in the provisions of the Harmonized Tariff Schedule of the United States (HTSUS) that are listed in this Annex are not covered by the duties imposed by Executive Order 14257, as amended. The product descriptions that are contained in this Annex are provided for informational purposes only, and are not intended to delimit in any way the scope of the action. Only items that are properly classified in the listed provisions of the HTSUS are excluded from the tariff action imposed by Executive Order 14257, as amended. Any questions regarding the scope of particular HTSUS provisions should be referred to U.S. Customs and Border Protection. In the product descriptions, the abbreviation “nesoi” means “not elsewhere

2821.10.00	Iron oxides and hydroxides	
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Heading/ Subheading	Stat Suffix	Article Description	Unit of Quantity	
				General
2821.10.00		Iron oxides and hydroxides		3.7% 1/
		Synthetic pigments:		
	10	Black	kg	
	20	Red	kg	
	30	Yellow	kg	
	40	Other	kg	
	50	Other	kg	

Chinese Pricing Example

Description	Value
Supplier Price per lb	\$1.00
Statutory Rate – 3.7% (Always)	\$0.037
Section 301 Rate – 25% (2018)	\$0.25
IEEPA Rate – 20% (2025)	\$0.20
Total Price (before freight)	\$1.487per lb



Wood Species



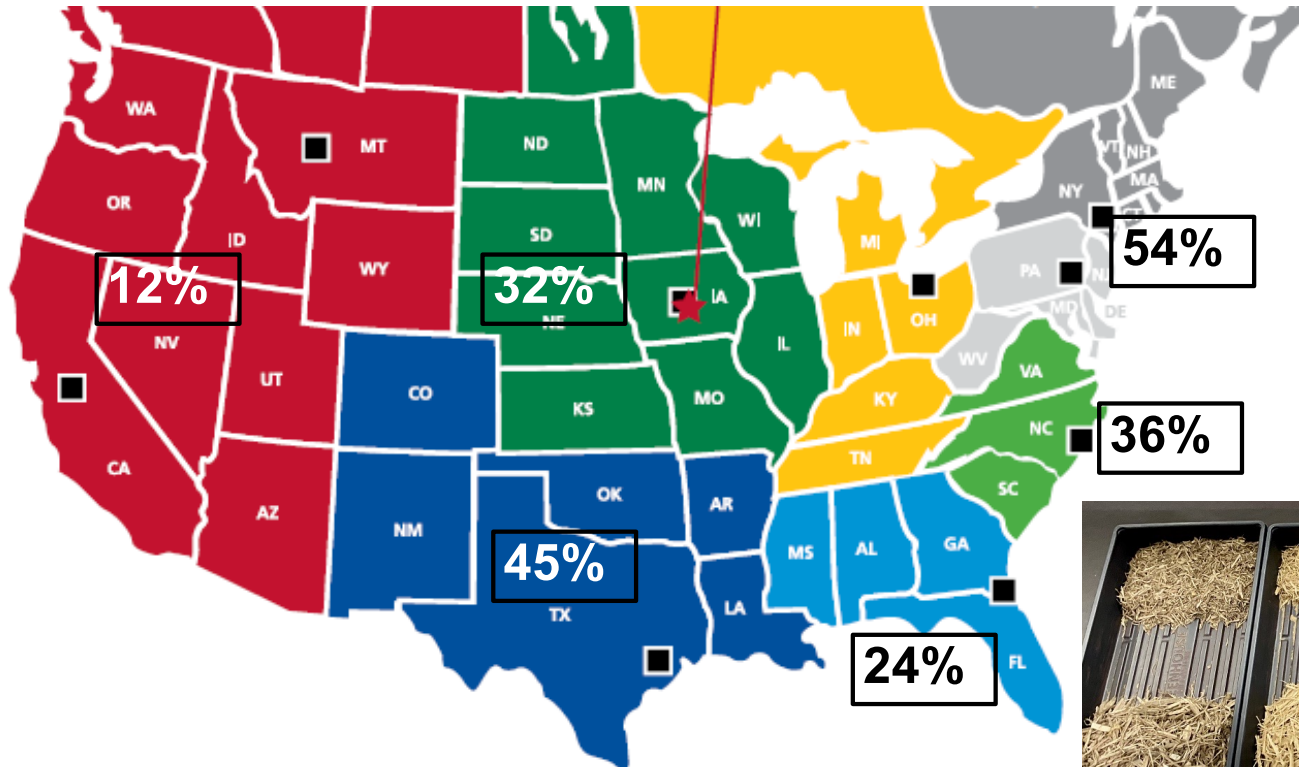


Mulch Fines Discussion

- Improves Soil Health
- Moisture Management
- Temperature Regulation
- Weed Suppression
- Appearance
- Compost & Soils

Fines Overview ($\leq \frac{1}{4}$ ")





The Impact Of Fines



Impact Black colored at 3 #/yd on "bigs" (left) vs. "fines" (right)



Impact Dark Brown colored at 3 #/yd on "bigs" (left) vs. "fines" (right)



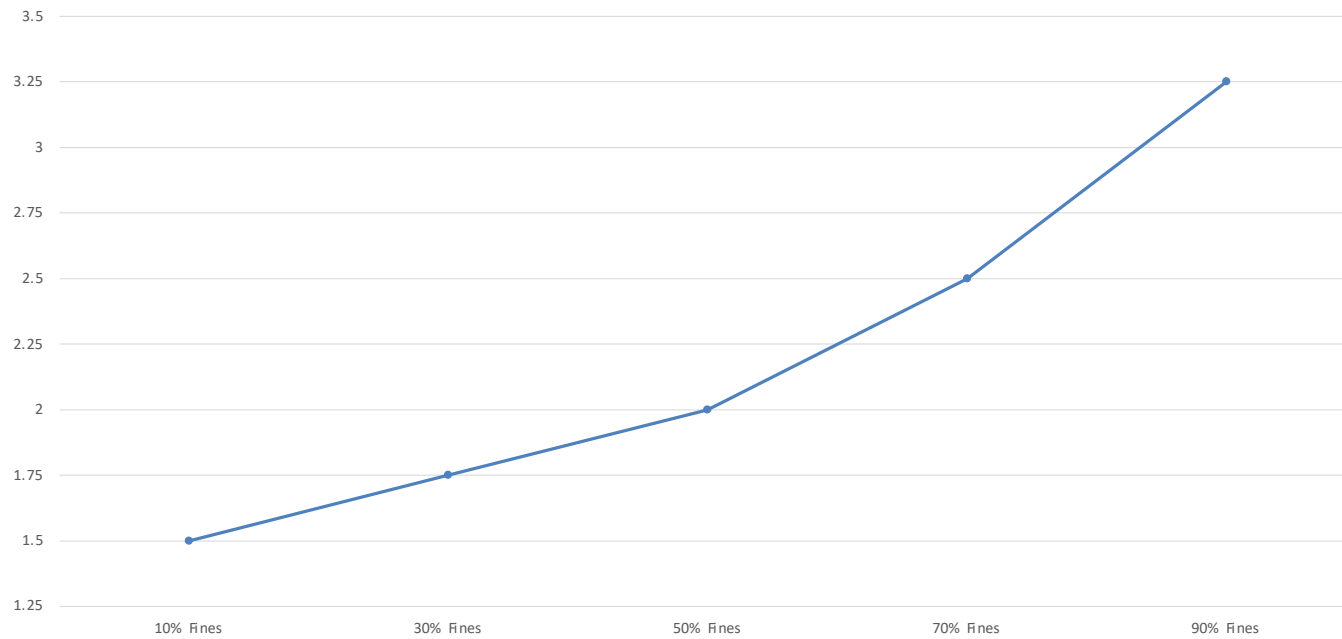
Impact Red colored at 3 #/yd on "bigs" (left) vs. "fines" (right)

	Length (inches)	Width (inches)	Height (inches)	Surface Area (inches ²)	Volume (inches ³)	Packing Density (%)	SA in 1 yard (feet ²)
Numbers for "Bigs"	2	0.5	0.5	4.50000	0.50000	69.6%	2029
Numbers for "Fines"	0.5	0.125	0.125	0.28125	0.00781	100.0%	11664

Fines %	Color Rate	Water Rate	Weight (Wet)
10%	1.5 lbs/yd	14 gal/yd	398 lbs/yd
30%	1.75 lbs/yd	15 gal/yd	405 lbs/yd
50%	2 lbs/yd	17gal/yd	426 lbs/yd
70%	2.5 lbs/yd	20 gal/yd	451 lbs/yd
90%	3.25 lbs/yd	23 gal/yd	476 lbs/yd



Color Rate



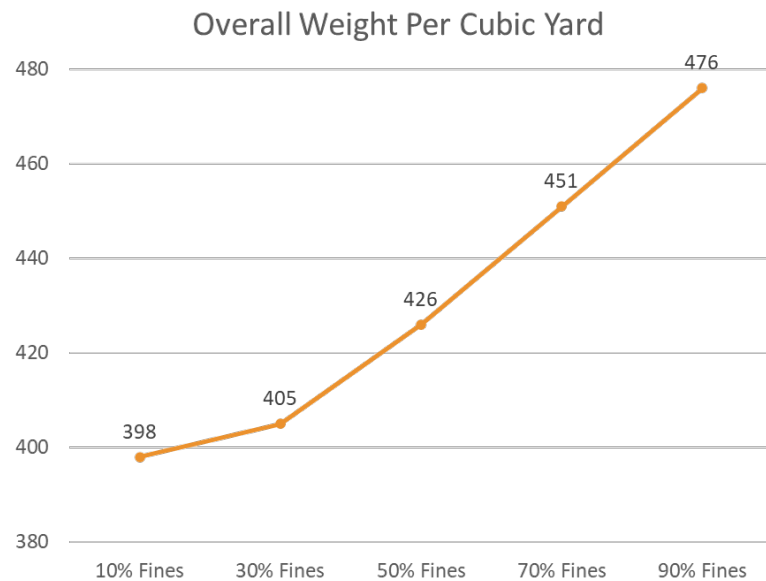
Water Rate



The Impact of Water + Fines

$42,000 \text{ lb max} / 398 = 105 \text{ cubic yards}$

$42,000 \text{ lb max} / 476 = 88 \text{ cubic yards}$



What's in your tote?

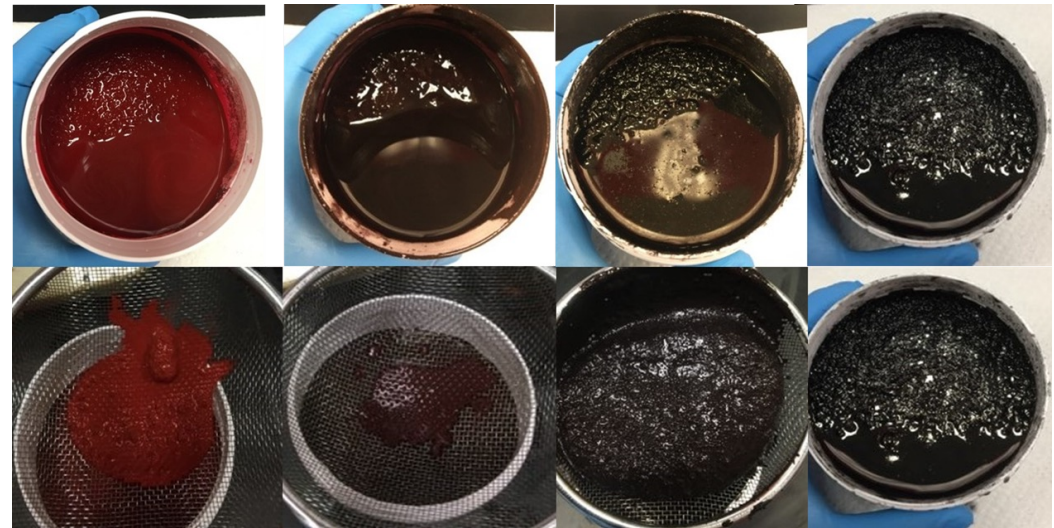


Component	Purpose
Water	Carrier or vehicle for dispersion
Dispersants	Pigment wet out, stabilization, and suspension.
pH Modifiers	Assists in pigment breakdown and stability
Defoamers	Eliminates batch foam, promotes dispersion processing and density.
Resin	Adherence to mulch, “glue”
Pigments	Carbon black, Iron oxides, specialty
Biocides	Prevents biological activity



Colorant Best Practices

- Stability $\leq$ 12 months depending on product
- Always store black colorant out of direct sunlight
- Mix the tote for minimum 30 minutes
- Do NOT let colorant freeze



Weatherability (1 year)



Figure 1 - Actual images of Screened Mixed Hardwood - (0 Hours thru 2000 Hours)

**Bryan Young
Sales Manager
Amerimulch**

**Colored Mulch Insights
October 2, 2025**

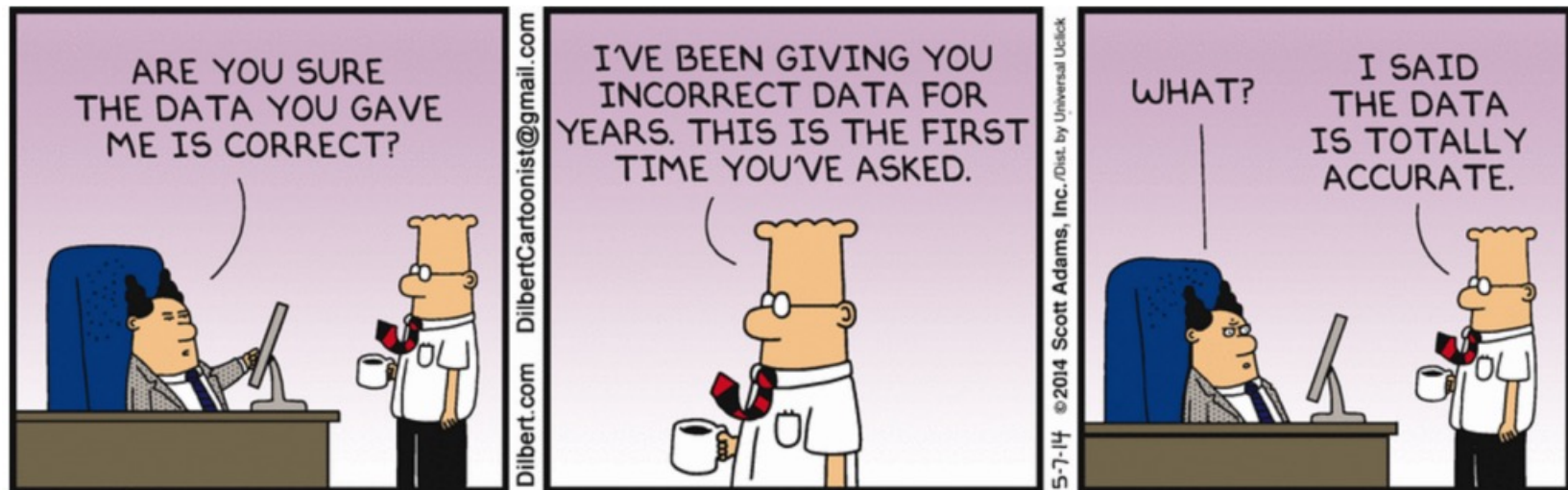


Topics

- Size of the color enriched mulch marketplace
- Packaged vs. bulk
- Fiber sources
- Who buys your product and why



Data Collection Process



Total Colored Mulch Production - Cubic Yards

• 1995	711,000
• 2000	4,704,000
• 2003	8,439,000
• 2005	16,665,000
• 2009	31,205,000
• 2012	42,918,000
• 2015	55,519,000
• 2017	53,877,000
• 2020	55,897,000
• 2023	60,300,000



Percentage of Packaged vs. Bulk Products

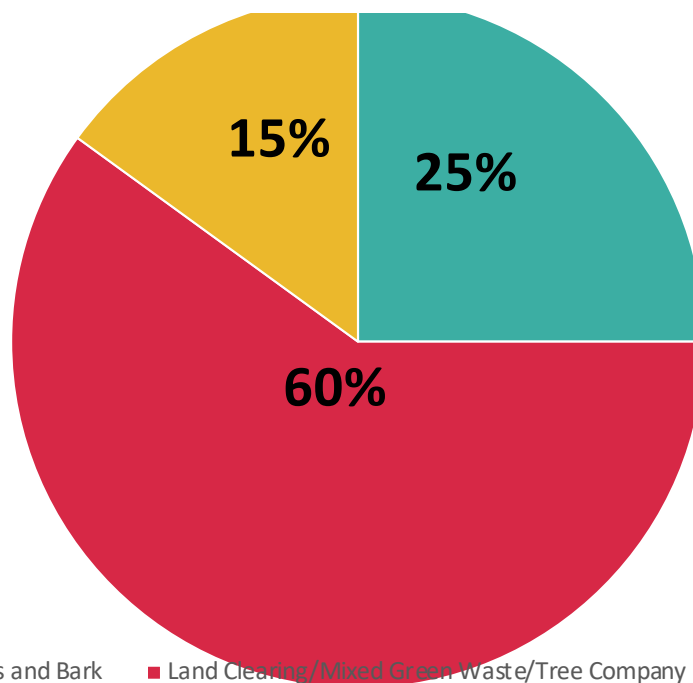
Bulk 60%



Packaged 40%



Fiber Sources



■ Saw Mill Residuals and Bark ■ Land Clearing/Mixed Green Waste/Tree Company Chips ■ Pallet Fiber



Who's your customer?



"Mrs. Jones"

