AgroSpectrum ASIA
Envisaging Future | Updating Present

Aginnovation launches SeedWorx ColorOne to simplify soybean seed treatment operations

13 November 2026 | News

The integrated formulation combines polymer, colorant and finisher in a single product to improve seed coating consistency, handling efficiency and commercial treatment operations.



Aginnovation, a seed enhancement and seed technology company, announced the launch of SeedWorx™ ColorOne, an integrated polymer, colorant and finisher system for soybean seed treatment. ColorOne combines three formulation inputs that are typically purchased, stored and applied separately into a single product, reducing the number of variables a treatment team must measure, adjust and troubleshoot during the season.

Aginnovation tested ColorOne at commercial soybean treating facilities, across both batch and continuous-flow systems, ahead of launch. During that testing, the company observed easy mixing with little to no separation, improved cleanability with reduced drum scraping, strong seed flow and coverage, and a uniform finished appearance, along with positive feedback from treatment operators working with the integrated formulation.

?Seed treaters don’t need another ingredient to manage. They need fewer things to think about during the busiest weeks of the season,? said Peter Marks, founder and CEO of Aginnovation. ?ColorOne reflects how we approach every product at Aginnovation: understand what’s actually happening on the treating floor and in the field, then engineer a solution that fits into it. It’s a simpler input, built on the same polymer technology our customers already know and trust.?

SeedWorx ColorOne is formulated for soybean seed treatment, with an application rate of 1.0 to 2.5 fluid ounces per hundredweight (cwt). It is available in 15- and 35-gallon drums and 265-gallon totes from Aginnovation and its participating retailers, distributors and brand partners. Aginnovation also provides technical application support to help treatment teams confirm product fit and establish appropriate application settings.