

# LAWN CARE INNOVATOR PROFILES

Need to do more with less? Try one of these formulations. Suppliers share how they work and provide a few words from the real experts — the people who actually use the products in the field.

View an interactive demo at [www.rainbird.com/WR2](http://www.rainbird.com/WR2)



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That's intelligent.



The NEW Rain Bird® WR2 Wireless Rain Sensor saves precious water. This revolutionary wireless rain sensor has programmable rainfall set points and a Quick Shut-Off feature that saves up to 35% on water usage. A reliable sensor signal transmits weather data to actively manage the controller's irrigation schedule. Producing lush, beautiful landscapes while conserving water. That's The Intelligent Use of Water.™

## AGRIUM ADVANCED TECHNOLOGIES

**HEADQUARTERS:** Loveland, CO

**TOP BRANDS:**

1. Spread it & Forget it (fertilizer/pesticide combination)
2. Precise

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE**

**FORMULATION AND HOW IT WORKS:** Spread it & Forget it allows users to apply up to 40% less nitrogen per year. This new controlled-release fertilizer, available with preemergent herbicides for crabgrass control, gradually feeds lawns and professional turf for six months or more with just one application. By combining season-long fertilizer with preemergent crabgrass control, the added efficiency leads to saved time and money, or essentially to doing more with less.

**WHAT LCOs ARE SAYING:** "With just one application in the spring, the turf still looks beautiful after all these months. Doing one application of Spread it & Forget it would help me save 50% to 60% on labor, fuel, products and everything. Plus, one application is better for the environment — there is less leaching into the soil with this product." — Don McCauley, owner, Don McCauley Landscape Design



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### AGROTAIN INTERNATIONAL

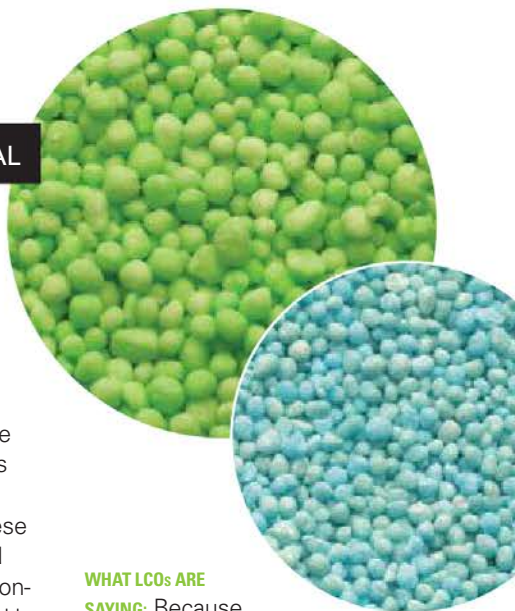
**HEADQUARTERS:** St. Louis

**TOP BRANDS:**

- 1. UMAXX fertilizer
- 2. UFLEXX fertilizer
- 3. HYDREXX fertilizer

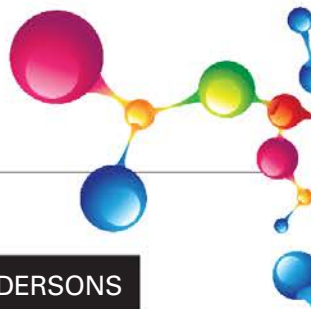
**LATEST/GREATEST "MORE WITH LESS" LAWN**

**CARE FORMULATION AND HOW IT WORKS:** The key ingredient in each of Agrotain's enhanced efficiency fertilizers is stabilized nitrogen technology. These products — UMAXX, UFLEXX and HYDREXX — provide turf professionals with maximum nitrogen control by delivering a long-lasting, consistent source of nitrogen to plants in a variety of soil temperatures, and with minimal escape into the air or groundwater. Because stabilized nitrogen doesn't rely on microbial activity for nitrogen availability, cold soil temperatures have little effect on the efficiency of stabilized nitrogen products. The applied product is available to the plant as soon as watering — either through rainfall or irrigation — takes place, and what the plant doesn't immediately use will be held onto the soil colloid as a reserve for future use.



**WHAT LCOs ARE**

**SAYING:** Because UMAXX performs for Mike Immel, a lawn care operator in Wisconsin, for 12 to 16 weeks, he can space his applications farther apart. "I can get the same results in four or five trips that others get in six," he says. "That equates time savings for me, cost savings for the customer and, environmentally, I'm not burning as much gas to get the same results."



### THE ANDERSONS

**HEADQUARTERS:** Maumee, OH

**TOP BRANDS:**

- 1. The Andersons
- 2. DG Pro
- 3. GrubOut insecticide

**LATEST/GREATEST "MORE WITH LESS" LAWN**

**CARE FORMULATION AND HOW IT WORKS:** GrubOut insecticide is The Andersons' version of imidacloprid. Its multiple use rates allow the targeting of specific insects.



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View an interactive demo at [www.rainbird.com/WR2](http://www.rainbird.com/WR2)



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## ARYSTA LIFESCIENCE

**HEADQUARTERS:** Cary, NC

**TOP BRANDS:**

1. Disarm fungicide
2. Aloft insecticide
3. Endorse fungicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

The Disarm Complete Control System gives LCOs all the options they need to solve every disease control problem. Disarm, Disarm C, Disarm G and Disarm M fungicides provide premier strobilurin disease control performance and value throughout the entire season. Each is specifically tailored to climate region, disease history and turfgrass variety. Alone,



in chlorothalonil-based or demethylation inhibitor (DMI)-based pre-mixes, the Disarm Complete Control System allows you to choose your application — giving you complete control.



## BASF PROFESSIONAL TURF & ORNAMENTALS



**HEADQUARTERS:** Research Triangle Park, NC

**TOP BRANDS:**

1. Onetime herbicide
2. Drive XLR8 herbicide
3. FreeHand 1.75G herbicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION**

**AND HOW IT WORKS:** Onetime herbicide contains three active ingredients (quinclorac, MCP-P and dicamba), allowing users to target both grassy weeds like crabgrass and broadleaf weeds such as spurge

with one application. Onetime contains the new liquid formulation of quinclorac, which is also found in Drive XLR8. This formulation is better and faster absorbed into the target plant versus other quinclorac-based products. The formulation ensures that the active ingredient reaches its intended target.

**WHAT LCOs ARE SAYING:** "We really got tired of spraying postemergent products and wanted something with more longevity. My last application of FreeHand 1.75G was in the fall — and we're just now starting to see a few weeds pop up, five months later. I don't have to go back and re-treat each month. In our business, that means a lot." — Mike McDowell, president, Acme Turf Control, Concord, NC

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## BETTER RESULTS



## 4-Speed™ XT Saves Contracts

**APPLICATION RATE:**

1.3 oz/1,000 sf of 4-Speed XT plus spreader-sticker (1 oz/gallon finished spray)

**APPLICATION EQUIPMENT:**

LT Rich Z-Sprayer, 1/3 gal spray tips

**TIMING:**

July 13, 2009

**SUMMARY:**

"This was not ideal herbicide application timing for ground ivy control, but we still had great results on it and all the other weeds on the 4-Speed XT label. As a result, we saved several contracts. We'll be using a lot more 4-Speed XT and other Nufarm products in the future."

# 4-SPEED™ XT

**Better Choices.  
Better Business.**



[www.nufarm.com/us](http://www.nufarm.com/us)

Nufarm Turf & Ornamentals: 800-345-3330

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## BAYER ENVIRONMENTAL SCIENCE

**HEADQUARTERS:** Research Triangle Park, NC

**TOP BRANDS:**

1. Merit insecticide
2. TopChoice insecticide
3. Armada fungicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE**

**FORMULATION AND HOW IT WORKS:** New Celsius postemergent herbicide is safe for use year-round on warm-season turf types (St. Augustinegrass, centipede-grass, Bermudagrass and zoysia-

grass). It provides exceptional control of troublesome broadleaf and grassy weeds, application convenience, flexibility and long residual even at the highest temperatures without fear of phytotoxicity. Celsius, which features dicamba along with two new active ingredients — iodosulfuron-methyl-sodium and thiencazzone-methyl — has shown specific benefits in terms of broad-spectrum control for more than 150 weeds.

# Celsius™

**WHAT LCOs ARE SAYING:** "Celsius fills a void, timing-wise: A large portion of our more problematic weeds come in the middle of summertime when heat is an issue, and unfortunately with our product lines in the past, we've been unable to spray or are forced to do so at the risk of damaging turf. With Celsius, I've been able to confidently use it on any turf type without any damage." — *Chad Stilley, The Greenery, Charleston, SC*

## CIVITAS

**HEADQUARTERS:** Mississauga, Ontario, Canada

**TOP BRANDS:**

1. Civitas fungicide (for use on golf courses)
2. Clear Choice selective herbicide
3. Pure Spray Green organic spray oil



**LATEST/GREATEST "MORE WITH LESS" LAWN**

**CARE FORMULATION AND HOW IT WORKS:** Civitas fungicide is not a chemical fungicide. It's a plant defense activator. It works by turning off the natural defenses of the plant to resist fungus attack. Technically speaking, its synthetic isoparaffin-based formulation triggers Induced Systemic Resistance (ISR) in the grass to defend against fungus attack. Because the fungus can't gain a foothold on the grass, it dies off. Civitas works well on its own, but combining it with other products can lead to up to a 60% reduction in fertilizer use.

**WHAT LCOs ARE SAYING:** "Civitas turns on the natural fungus-preventing defenses of the turfgrass, making it a powerful alternative to the traditional chemicals in your IPM Strategy."

## DOW AGROSCIENCES

**HEADQUARTERS:** Indianapolis

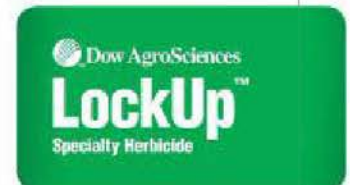
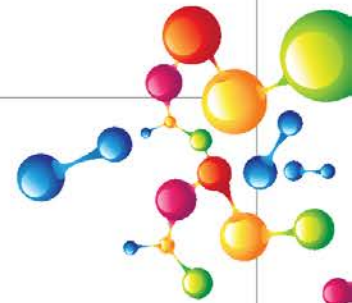
**TOP BRANDS:**

1. Dimension herbicide
2. Gallery herbicide
3. LockUp herbicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW**

**IT WORKS:** Compared with other granular herbicides, LockUp demonstrates superior efficacy at extremely low use rates — .02 to .06 lbs. of active ingredient per acre — which helps decrease the overall pesticide load in the environment. LockUp is effective on dollarweed in the South and white clover in the North. It is available from a number of formulators on fertilizer. It is registered under the Reduced Risk Pesticide Initiative of the U.S. Environmental Protection Agency, so it has an excellent environmental profile.

**WHAT LCOs ARE SAYING:** "We use Gallery because it is easy to apply and mix with Dimension Ultra 40WP, especially when we are doing an entire ornamental bed preemergent. Overall, we're getting phenomenal control with Gallery on everyday broadleaf weeds, especially dandelion and clover. We've found that it has saved us a tremendous amount of labor — not having to pull weeds through the summertime. We get season-long control from both products." — *Chris Conner, Basnight Land and Lawn, Chesapeake, VA*



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**FMC PROFESSIONAL SOLUTIONS**

**HEADQUARTERS:** Philadelphia

**TOP BRANDS:**

1. Talstar insecticide
2. Dismiss herbicide
3. Solitare herbicide



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

Dual-action Solitare herbicide features a patent-pending, optimized combination of sulfentrazone and quinclorac that combats postemergent weeds from the foliage down and the root up. Labeled for the control or suppression of more than 60 weeds, Solitare provides fast, visible results, with symptoms appearing just a few days after treatment.

**WHAT LCOs ARE SAYING:** "With Solitare, you could put an application down Friday afternoon and the customer is seeing it work no later than Monday. It saves us quite a bit on callbacks because they see the results." — *Mark Schlossberg, president, ProLawnPlus, Baltimore*

**LEBANONTURF**

**HEADQUARTERS:** Lebanon, PA

**TOP BRANDS:**

1. Proscape
2. Lebanon Pro
3. Roots



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

Green-Smart Technology is a catalyst that improves fertilizer efficiency, increases root growth and produces healthier turf with fewer inputs. It can reduce fertilizer use by 25%, lowering product and labor costs. Green-Smart also promotes greater plant uptake and holds more nutrients in the root zone — promoting higher-quality, better-performing plants.

**WHAT LCOs ARE SAYING:** "As we continue to see greater regulatory pressures, products that produce the same effects with less applied nitrogen make a lot of sense, and will play an increasingly important role. Plant color is also comparable or better with fertilizers enhanced with this type of technology, and that's very important to customers. People want green grass and no weeds. If we can provide that from a cost-savings and environmental standpoint, that's good for our customers and good for our business." — *John Buechner, director of technical services, Lawn Doctor, Holmdel, NJ*

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**TRANSFORM YOUR WORKDAY AND YOUR BOTTOM LINE.**

Through revolutionary design and engineering, the patent-pending **T3000** will dramatically increase your productivity and profitability.

Step on and grab the steering wheel for simple, intuitive driving. The ride is smooth and steady, especially on hills and rough terrain. Move effortlessly from residential properties with 36" gates to commercial properties, improving route efficiency so you can increase the number of properties you complete in a day.

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\*\*\*\*\* Mike Immel  
Mike's Total Lawn Care  
Fon du Lac, WI



WWW.TURFCO.COM

See the T3000 in action—call 800-679-8201 for a demo or DVD.

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**MONSANTO**

**HEADQUARTERS:** St. Louis

**TOP BRANDS:**

1. Roundup ProMax
2. QuikPro herbicide
3. Certainty Turf herbicide



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:** Roundup ProMax is Monsanto's newest formulation. It's more concentrated and delivers more consistent performance as compared to Roundup Pro. The unique surfactant system allows the herbicide

to penetrate weed leaf surfaces faster, which means customers can count on Roundup ProMax being rainfast in 30 minutes — half the time of Roundup Pro. And because Roundup ProMax is more concentrated, a 1.67-gal. jug treats the same area as a 2.5-gal. jug of Roundup Pro. The smaller jug reduces plastic and corrugated waste by more than 33%.

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Aron Hoffman, Groundskeepers Landscaping, Inc.



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**NUFARM AMERICAS**

**HEADQUARTERS:** Burr Ridge, IL

**TOP 3 BRANDS:**

1. 4-Speed XT herbicide
2. Quincept herbicide
3. Escalade herbicide



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:** With 4-Speed XT, Nufarm has taken the proven performance of players like tri-clopyr, 2,4-D and dicamba, and added the speed of pyraflufen. The result is an herbicide that is gentle to grass, but absolutely hammers broadleaf weeds — and does it fast. Users will often see results in 24 hours. That's a benefit for LCOs, who can spray the lawn knowing that in a day or two their customers will see visible results.

**WHAT LCOs ARE SAYING:** "We used 1.3 oz. per 1,000 sq. ft. of 4-Speed XT with a spreader-sticker applied with an LT Rich Z-Sprayer. We made the first applications in mid-July, and within just a day, we started seeing results. As a result, we saved several contracts."  
— Eric Larson, Green Systems Turf Management, Portsmouth, RI

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**QUALI-PRO/MANA**

**HEADQUARTERS:** Raleigh, NC

**TOP BRANDS:**

Quali-Pro herbicides, fungicides, insecticides



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

Quali-Pro's proven, high-quality formulations of preemergent herbicides offer, according to the manufacturer, the easiest handling, best mixing and most user-friendly packaging in the market. Its broad portfolio of post-patent products

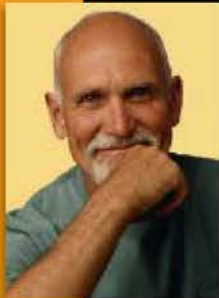
provides virtually everything LCOs need in herbicides, insecticides and fungicides, as well as turf growth regulators.

**WHAT LCOs ARE SAYING:** "It was Quali-Pro's formulation quality that got our attention. Sure, they save us some money, but what got me was the better formulation. Quali-Pro products mix well and do a great job. That's what I want."

— Sam Lang, president, Fairway Green, Raleigh, NC



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**SEPRO**

**HEADQUARTERS:** Carmel, IN

**TOP BRANDS:**

1. Cutless granular landscape growth regulator
2. Legacy turf growth regulator
3. Octane herbicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

Cutless Granular is a systemic plant growth regulator that slows shoot growth of hedges, shrubs and groundcovers in landscaped areas. Plants treated with Cutless Granular will require less trimming and will have a more compact growth form. Landscape contractors are able to save direct labor costs and then reallocate that labor to other jobs, which will improve their profitability. SePRO provides a cost-savings calculator at [www.sepro.com](http://www.sepro.com) that landscapers can use to determine the savings for their situation (typically, 40% to 60% savings). In addition to improving profitability, Cutless Granular provides sustainable benefits, including improved plant health/appearance and reductions in irrigation, fuel, emissions and plant material sent to landfills.

**WHAT LCOs ARE SAYING:** "Cutless G is an effective, dependable management solution with superior performance. This technology not only provides substantial cost efficiency, it also promotes significant plant vigor and performance. It is truly a product that has revolutionized our industry." — Deborah Gedeon, horticulturist, Botanically Correct, Naples, FL





## SYNGENTA PROFESSIONAL PRODUCTS

HEADQUARTERS:  
Greensboro, NC

### TOP BRANDS:

1. Barricade herbicide
2. Heritage fungicide
3. Banner fungicide

### LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:

Barricade offers low-rate, solid, season-long control of crabgrass, Poa annua and other grassy and broadleaf weeds. It helps gain efficiency without sacrificing efficacy.

**WHAT LCOs ARE SAYING:** "My applicators have a lot faith in Barricade because of the length of control. Barricade is not the cheapest product on the market, but on a per-acre basis, it's well worth the price. I know what works and what doesn't work. Barricade works. You can compare one of my lawns to those of my competitors, and there's a difference. My lawns are weed-free." — *Randy Hahn, Twin Lawn, East Lansing, MI*

## VALENT PROFESSIONAL PRODUCTS

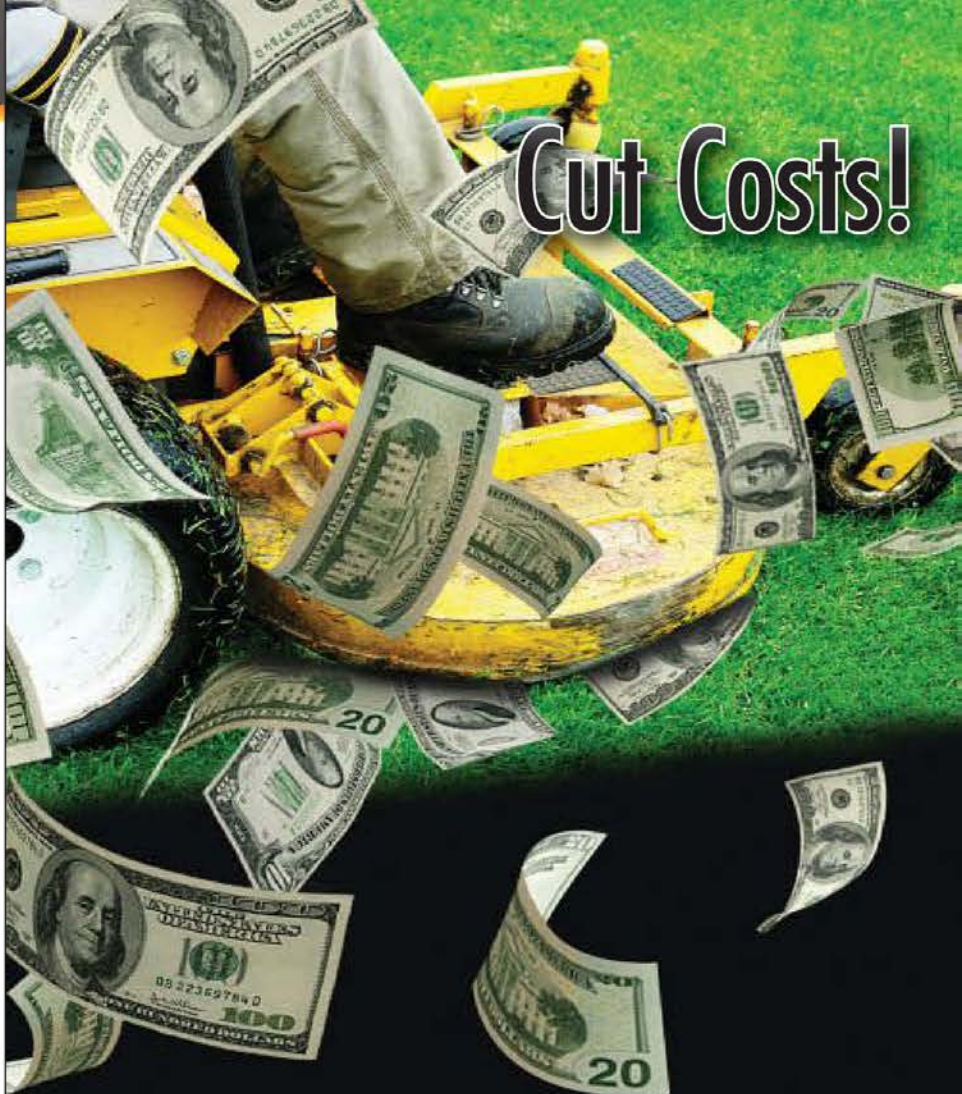
HEADQUARTERS: Walnut Creek, CA

### TOP BRANDS:

1. Safari insecticide
2. Arena insecticide
3. BroadStar herbicide/SureGuard herbicide

### LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:

SureGuard provides LCOs with long-lasting preemergent control of annual grassy and broadleaf weeds. It's a sprayable formulation with flumioxazin that provides extended residual weed control and enhances the speed of control and knockdown performance of glyphosate — even on glyphosate-resistant weeds. **LMI**



# Cut Costs!

## Cut Operating Costs - And Increase Profits!

Steep hills, rocky areas, ditch banks, wet areas, roadsides and medians. All are time consuming to mow and trim – resulting in increased labor costs.

**Embark® Turf & Ornamental Growth Regulator** can slow or stop the growth of turfgrass in these problem areas for up to six weeks – giving you time for other jobs. **Don't cut profits, cut costs!**



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