Multi-mode control of surface & sub-surface insects.

Provides a preventative and curative treatment to control a variety of common insect pests including:

- grubs
- fire ants
- ticks
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- European crane fly

- Combines two proven insecticides, carbaryl and bifenthrin, in a unique multi-mode formula that enhances the performance
- New DuoCide is similar in cost to other single-mode insecticides
- DuoCide’s performance is confirmed by multiple university research studies
- Formulated on dispersible DG Pro® carrier for easy spreading, low visibility and maximum performance

For low cut turf - golf course use only

<table>
<thead>
<tr>
<th>PRODUCT DESCRIPTION</th>
<th>ACTIVE INGREDIENT</th>
<th>SGN</th>
<th>PKG SIZE</th>
<th>PALLET QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>DuoCide G (restricted use)</td>
<td>DG Pro dispersible carrier AGCUDG4 2.3% carbaryl + 0.058% bifenthrin</td>
<td>150</td>
<td>40 lb.</td>
<td>50</td>
</tr>
</tbody>
</table>

For general turf use

<table>
<thead>
<tr>
<th>PRODUCT DESCRIPTION</th>
<th>ACTIVE INGREDIENT</th>
<th>SGN</th>
<th>PKG SIZE</th>
<th>PALLET QUANTITY</th>
</tr>
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<tbody>
<tr>
<td>DuoCide G (general use)</td>
<td>DG Pro dispersible carrier APTUDG4 2.3% carbaryl + 0.058% bifenthrin</td>
<td>150</td>
<td>40 lb.</td>
<td>50</td>
</tr>
</tbody>
</table>

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LAWNCAREPRO

LM'S OPERATOR OF THE MONTH » BY RON HALL

Michael Kravitsky IV, along with his brother Shawn, run the company their father helped start 45 years ago. The elder Kravitsky was in the aluminum awning business when his supplier convinced him to get into the lawn business. The Kravitsky family has been providing residents in the northeast corner of Pennsylvania with lawn care services ever since.

You and your brother Shawn are co-owners, along with your father Michael Kravitsky III, who founded the company 45 years ago. You two brothers are also co-operators. How do you divide responsibility in the business. I'm the older brother. I'm 46 and he's 42. I've been in this business since I graduated from high school in 1980. Shawn joined later. Shawn's on the other end of the building from my office. He's where the guys come in and where he schedules the routes and takes care of operations. I'm more of the HR guy. We go to the trade shows and attend industry events together, and our interests are very much alike.

What changes have you made to keep your company up with the times? We computerized our bookkeeping. In fact, everything is computerized. Even our technicians use handheld units to record their work in the field. We modernized our fleet of trucks, use GPS for routing, and we also bought a forklift to unload supplies. We also instituted several HR improvements, such as an employee handbook and a Real-Time clock. We believe in having systems in place so that everything runs smoothly.

In light of the recession, how are you approaching this season? We're continuing to advertise and get our name out just like any other year. You can't just give up. There are still clients out there who want our services, although we're just going to have to look harder for them.

We understand you're really big into snowmobiling. We love it. Last winter we spent five weeks in Canada. This year I was up there twice. We drive there, to about 100 miles above Montreal. Then we take the sleds and go straight up to around Chibougamau and around Lac St. Jean in Quebec. It's the top of the world up there. Quebec is awesome and we've made some good friends there.

Last year we went to a wedding up there. We were the only Americans invited. It was an outdoor wedding — on Jan. 10. All of us were on top of Devil's Mountain, and the only way to get there is by snowmobile or four-wheeler.

The wedding was outside, and the band was playing outside and it was just a blast. But it was over kind of quick, because it was very cold and windy.

In addition to a traditional weed-and-feed lawn care program, what other services do you offer? Twelve years ago we added Christmas Décor to level out seasonality of our business and give our employees something to do during the off season.

BUT I DON'T KNOW ANYTHING ABOUT THE LAWN BUSINESS" — Michael Kravitsky III's initial response to a supplier who ultimately convinced him to start his lawn care company.
You've got enough things to worry about. But with Drive® XLR8 herbicide, rain isn't one of them. Our new liquid formulation is rainfast in just 30 minutes. And a single application quickly controls a broad spectrum of broadleaf and grassy weeds — from crabgrass and foxtail to clover and dandelion — even at low use rates per 1,000 square feet. Let it rain. You've got Drive XLR8.

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With money tight, the most efficient use of a contractor’s mower dollars might be a stand-on model.

A RISING TIDE lifts all Boats, and when it comes to stand-on mowers, that rising tide is awareness of the benefits these machines have to offer.

Stand-on mowers have been on the scene for years, but only in the past few has word of their benefits reached a wide audience — so much so, that there is at least anecdotal evidence that stand-on mowers are cutting into sales of both hydro walk-behind and mid-mount Z mower sales. And that reach has a lot to do with the increasing number of manufacturers in the stand-on space.

“The incoming brands into the marketplace, which raise the awareness for all, will give us lift in the stand-on,” says Gilbert Peña, segment strategy manager, business-to-business for John Deere, which offers three models of its Quik-Trak mower. “In some cases, a dealer has to convince a customer to try it, but if he already knows a stand-on is a platform that will give him certain advantages, all you’ve got to do is sell him the brand.”

The way manufacturers talk up the stand-on, it should be a pretty easy sale. “It’s the kind of product that is fast enough to handle a lot of the large commercial jobs, but still compact and nimble enough to be used on the residential properties, the smaller yards,” says Edric Funk, marketing manager for Toro Landscape Contractor Equipment.

It’s those benefits — along with a desire to increase worker productivity — that is getting contractors to take a closer look.

“We believe that’s because of the tendency for commercial cutters to seek out more carefully, what is going to be their next machine, to make sure it is the very best purchase,” says Bill Wright, CEO, Wright Manufacturing. “People are scrutinizing their purchases a lot more than they were.”

Though no hard and fast numbers are available, every manufacturer (at least those offering a stand-on) talks about stand-ons cannibalizing sales of mid-mount Zs and hydro walk-behinds.

“From last year to this year, the interest in stand-ons has greatly increased,” says Trae Humphreys, product support leader at Ariens Co. “People are really starting to realize the benefits of a stand-on machine that we’ve been preaching for years.”

continued on page 73
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