



Growth control. Just picture how it could help you.

Cutting grass, even when it is a joy ride, is time consuming and expensive. In some areas it is also inconvenient and difficult. Sometimes it is downright dangerous.

But now that ICI has introduced Holdfast, mowing can be reduced or even eliminated in medium or rough amenity grass*.

This unique soil-active growth retardant is fully

Holdfast.

proven, effective and makes economic sense. It is easy to apply by spray application whatever the weather – rain isn't a problem. And once absorbed by grass roots will inhibit growth for about three months.

The photograph above proves the point. On the left is a grass sample allowed to grow normally and untreated. On the right is a sample which has been treated. Imagine how Holdfast can help you. Saving time, wear and tear and helping to release manpower for more important seasonal work.

Before deciding on your 1986 grass maintenance programme send for our Holdfast leaflet. It is the only way to get the complete picture.

An  **Professional Product**

ICI Professional Products, Woolmead House East, Woolmead Walk, Farnham, Surrey GU9 7UB. Tel: (0252) 724525.

*This product has Limited Clearance under the UK Government's Pesticides Safety Precautions Scheme for use as directed.