

# QUALITY EQUALS performance

BY TIM BIRTHISEL

**T**he effective application of pesticides and plant nutrients are very important to us. These products are essential for high-quality turf maintenance. Our company and its products do the job of turf protection in a professional manner, a fact that is reflected in our products' design. For example:

- ▶ We target particle consistency in our granular products to ensure clump-free materials that flow uniformly from the hopper of the spreader equipment that you use.

- ▶ We are devoted to controlling particle size because we know about spreadability. Your care in applying them properly is not lost with our products because of the even flight path our granules attain during broadcast operations.

- ▶ Today's lower-mobility active ingredients demand proper placement on the treated area for best results. Don't get confused about discussions of pounds per acre because the real issue is particles applied per area treated with the proper balance of active ingredients. We're so particular about this that we count the particles per square inch.

- ▶ We custom design our own granular carriers and fertilizers to give you the best results for each purpose for which our products are used. Our formulations ensure efficient delivery of their active ingredient to the intended target.

This is the difference in the performance that a well-designed formulation can make. For example, most pre-emergence herbicide formulations are similar in composition, but we have

seen tremendous efficacy differences in our research test plots by modifying the particles per square inch applied.

Because of our efforts, you can rest easier knowing that our products are doing the job they are intended to do — for you and the turf you manage. ■

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