

Finding the Right Products in a Tough Economy

Both at home and at work, the condition of today's economy has each of us seeking ways to cut back without compromising quality. Not only are we looking at ways to stretch the family budget, we're also making adjustments to our business practices to accomplish more with less.

These incremental changes — some small, others major — help to increase efficiency while positively impacting the bottom line with little or no negative effects. This cost-cutting, uncompromising formula can certainly be applied to changes in your turf program.

Although changing to cheaper products or fewer applications can create negative impacts on turf health, transitioning to "smarter" products represents creative solutions that allow you to do more with less. This is most definitely the case with fertilizer.

Fertility options are seemingly endless because superintendents can choose between granular or spray; slow release versus stabilized, or even quick release; their desired number of applications and the amount applied per application; and the preferred timing for each application. All of these options are necessary because not every fertility program works for every soil type, in all climates, every year.

Finding the right product to complement your fertility program that fits into your budget and yields the expected results of healthy vigorous turf is why we at AGROTAIN International are so proud of our products. Nitrogen efficiency, value and versatility are all qualities of UMAXX, UFLEXX and HYDREXX.

Nitrogen efficiency and value

When it comes to performance and return on investment, no other urea-based product compares to UMAXX. It's the most efficient nitrogen source you can find for the money, and delivers more usable nitrogen than other sources. Even better, UMAXX delivers high performance at a significantly lower cost than the competition and can be used in either soluble or granular form.

Coupling urea with proprietary enzyme inhibitors, UMAXX delivers improved nitrogen efficiency, increases plant utilization and minimizes environmental loss.

And because it does not rely on temperature, moisture or microbial activity for release, you stay in complete control of your nitrogen program and performance. UMAXX stays

in the available ammonium form ready for the plant to take it up as needed. This stabilized form reduces nitrogen loss, making it a nitrogen management tool for those geographies with water-quality guidelines. In addition, this results in reduced grass clippings, maximum visual color and an environmentally responsible product.

Fertilizer versatility

Versatility of application is a unique feature for UMAXX when compared to other sources of nitrogen. UMAXX is available in a granular form either in straight 50-pound bags designed for soluble applications or as the nitrogen source in a blend. Soluble applicators pour UMAXX into the spray tank strainer cavity while water is filled. It readily melts into solution and does not settle out. It can be mixed with other plant nutrients, fungicides, growth regulators or insecticides.

UMAXX can also be added to your fertigation tank. It's a 47 percent nitrogen product that can be added to any granular blend as well, and provides the same integrity and performance regardless of the application type.

We've found success stories from superintendents from Washington to New York, from California to Florida, and from Minnesota to Texas. These superintendents have unique stories to tell regarding the application type and timing, but all have seen the benefits to their budget and turf vigor and appearance. To read more UMAXX secrets or to share your story, go to www.WhatsHisSecret.com. ■

Stegmann is president of Lange-Stegmann Company and AGROTAIN International.

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By Mike Stegmann

