

BlueYellow, LLC

BlueYellow, LLC

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Staff:

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John Martin, Agronomist/
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Cindy Peeples, Customer
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& Marketing Manager

Elaine Clark, Marketing
Manager

BlueYellow™ is a revolutionary engineered turf system that provides a one-step solution to turf establishment. The system combines a cellulose-based mat with a calibrated blend of high quality grass seed and fertilizer in the form of a lightweight, 100% biodegradable roll. The innovative product is specifically engineered to produce a sod-quality turf with significantly less labor and at a fraction of the cost.

MAKE GREEN: Lush, Uniform Turf Establishment

BlueYellow yields exceptional results and is simple to install with seed, fertilizer and mulch all in one application. Just prep the seedbed, roll the product out where you want grass, and water it thoroughly. BlueYellow is biodegradable, so there is nothing to remove after installation. The moisture retention of the cellulose mat and the precise distribution of seed and fertilizer deliver an exceptionally uniform germination and grow-in.

BlueYellow is available in a wide range of standard seed blends or can be manufactured to specifications with any variety of commercially available seed and fertilizer—giving a precise, prescription turf for new construction and renovation projects.



MAKE GREEN: Easy Installation and Reduced Rework Saves Money

No special skills or equipment are needed to install BlueYellow, significantly reducing the time it takes to get the turf establishment process started. BlueYellow's installation labor requirement is 25%-35% that of sod and fertilizer, and approximately 50% that of traditional seeding and fertilizing. Additionally, the uniform establishment reduces the time required to produce a playable surface.

BlueYellow can easily be contoured around trees, irrigation components, drainage inlets and other obstacles, and serves to suppress weeds before it biodegrades. The cellulose mat, which adheres to the soil when watered in, maintains its integrity for several weeks, protecting the seed and fertilizer, helping prevent seed migration, and reducing the potential for contamination and costly rework. Following germination, the cellulose mat degrades completely during grow-in, leaving absolutely nothing to remove.

MAKE GREEN: Better for the Environment

BlueYellow is a safer alternative for the environment than traditional methods because the system reduces over-fertilization and is completely biodegradable. In addition, the moisture retention of the cellulose mat can reduce the frequency of required watering.

BlueYellow offers quality turf the first time, every time, in less time.



Dow AgroSciences LLC

Dow AgroSciences LLC

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Customer Service Number:

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www.dowagro.com/turf

Product Focus:

Headquartered in Indianapolis, Dow AgroSciences is a global leader in providing pest management, agricultural and biotechnology products. The company employs more than 5,700 people in more than 50 countries and has worldwide sales of more than \$3 billion. Dow AgroSciences is a wholly owned indirect subsidiary of The Dow Chemical Company.

Major Product Lines:

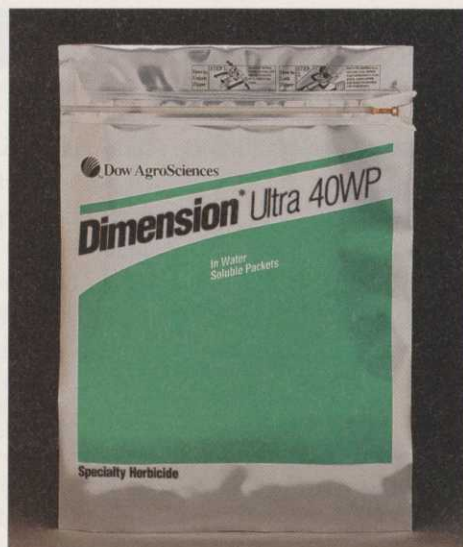
Professional turf, ornamental and technical products for golf courses, lawn care and landscape contracting. Products include:

Dimension® specialty herbicide – Provides premium season-long pre-emergence control of spurge and oxalis and other grassy weeds, along with early post-emergence control of crabgrass. Never stains and won't harm turf. Great for use on overseeded turf.

MACH 2® specialty insecticide – Provides unbeatable grub and lepidopteran prevention for season-long control. Currently costs up to 10 percent less per acre than other leading grub control products. Performance is guaranteed.* Wide window of application (apply early and up to 2nd instar) provides route scheduling flexibility. Waits for rain.

Spotlight™ specialty herbicide – Powerful yet selective post-emergence herbicide for improved control of clover and other hard-to-control weeds. Fast acting herbicide shows visible activity within 48 hours. Wide spectrum of control in tank-mix with broadleaf herbicides. Non-volatile formulation won't harm cool and warm season turf.

Eagle® 20EW specialty fungicide – A liquid systemic fungicide for protectant and curative control of 19 turf-destroying diseases such as



dollar spot and brown patch. Available in a convenient, easy-to-use container ideal for use on home lawns and backyard fruit trees. A single application lasts up to 21 days.

Curfew® soil fumigant – The most effective product for the management of nematodes, particularly in sandy soils where nematodes inflict serious damage to turfgrass. Reduced fertilizer and water requirements due to enhanced root system (30% to 50% less water needed after application). Offers improved root zone management. Approved for use on golf course greens, tees and fairways, and sports fields in Florida, Georgia, Alabama and South Carolina.

Technical Support:

Seventeen sales representatives, five technical sales representatives, three sales managers, four product technical specialists and various marketing specialists provide stewardship, training and solutions to formulators, distributors, university researchers and end users nationwide. Specimen labels and material safety data sheets are available from the Customer Information Center or online at www.dowagro.com. Publications include product fact sheets and *Panorama™*, an eight-page newsletter for professional turf and landscape managers.



Dow AgroSciences

*LIMITATIONS AND CONDITIONS APPLY. GUARANTEE PAYMENT IS LIMITED TO THE COST OF THE MACH 2 COMPONENT OF THE FORMULATION USED. FOR COMPLETE DETAILS SEE DOW AGROSCIENCES MACH 2 GUARANTEE AT WWW.DOWAGRO.COM/TURF OR SEE YOUR SUPPLIER FOR DETAILS.

Floratine Products Group

Floratine Products Group

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Date Founded:

1991

Staff:

William Byrnes,
President/CEO
Brian Goodwin, COO
Travis Jones, VP,
Technical Sales

Product Focus:

Floratine focuses on advanced technology, environmentally responsible products and scientifically sound methods to assist superintendents in growing strong, stress resistant turf. The innovative, premium quality products are designed to address chemical, physical, and biological shortfalls in the soil, and to provide foliar nutritional and biostimulant supplementation to meet essential requirements for healthy growth.

Manufacturing Facilities:

Floratine's 24,000-square-foot headquarters is in the Memphis, TN, suburb of Collierville. Management and sales staff offices, as well as all manufacturing, are in this facility.

Technical Support, Sales, Training and Customer Service:

Floratine maintains a technical support team of 10 agronomists and scientists. Its technical services division oversees agronomic and product use training required for more than 100 field representatives associated with 50 inde-

pendent distributorships in North America and in more than 23 countries. Floratine headquarters staff and distributors offer direct, in-depth service to clients.

Major Product Lines:

The foliar biostimulant-nutrients (**Astron**, **Per"4"Max**, **Perk Up**, and others) are balanced phytochemical and antioxidant products for stress management.

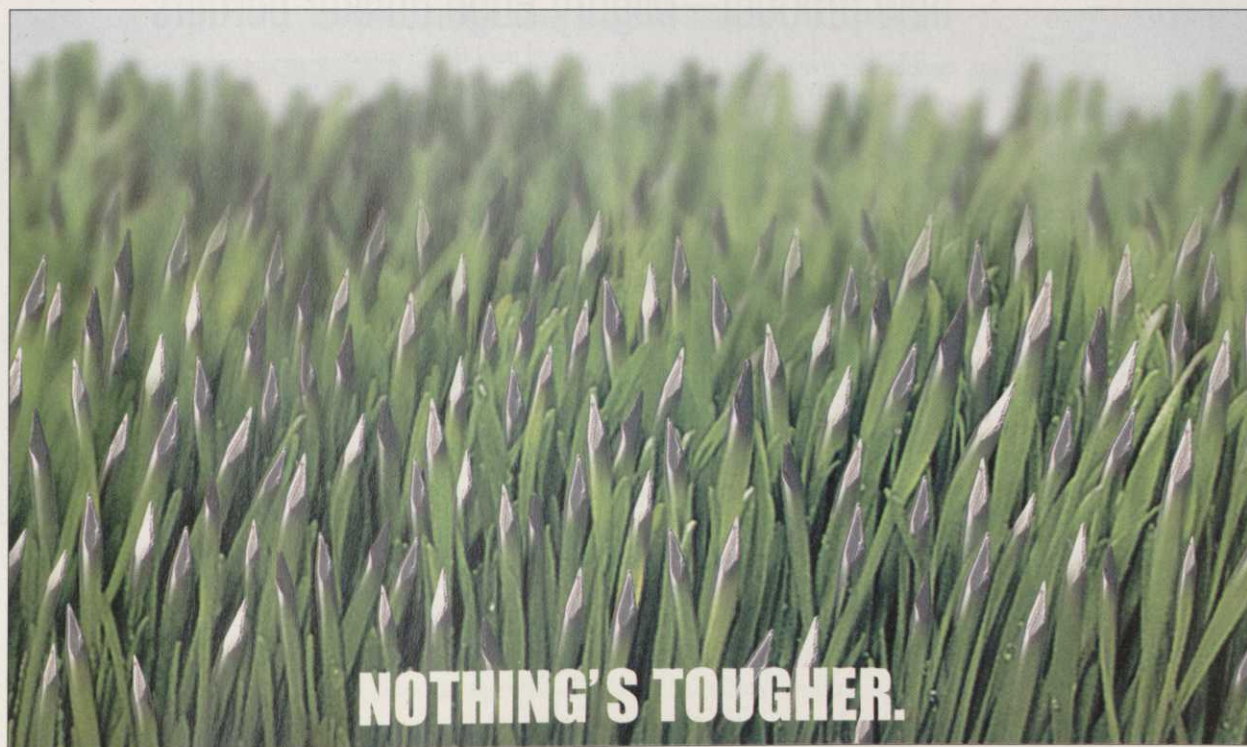
ProteSyn and **Floradox Pro** are natural/organic amino acid based compounds to promote turf strength and stress resistance.

Floratine's wetting agents (**Pervade**, **Retain**, and **Retain Max**) address different soil moisture problems. **Oxyflor** and **Thatch Buster** are designed to moderate anaerobic soil conditions.

Floratine's several microorganism/enzyme products target remediation of specific microbial soil function deficiencies.



Exceptional Value. Rooted in Basics



NOTHING'S TOUGHER.

IVI-GOLF



IVI-Golf

60-100 Corliss Ave.
Johnson City, NY 13790

Telephone:

888-970-5111

Web address:

www.sandtrapper.com
www.ivi-golf.com



Sandtrapper Continues Success, IVI-GOLF adds new product—Mighty Edge bunker borders

Sandtrapper continues to be installed nationwide with exceptional performance. Recently added, the GEO style complements their existing products (Sandtrapper I for moderate bunker designs, Sandtrapper II for extreme settings and washout control). The new GEO is a drastically different design. Being used for "contamination only" settings, its lighter construction creates a cost-effective solution. With all three product styles, facilities now have maximum flexibility in executing their bunker renovation project—all from one provider.

IVI-GOLF has also created a great, new bunker border material—MightyEdge. Constructed from recycled HDPE, it helps define perimeter shapes in new or renovation projects and can be used as a long-term, integral part of the bunker system. Packaged in rolls 200 feet long and 6 inches wide, the pre-scored anchor slots make installing MightyEdge easy with the supplied steel anchors.

IVI-GOLF carries a full line of golf course con-



struction and renovation products ready for national distribution. For more information, contact John Brauer, National Sales Manager, or visit the IVI-GOLF Web site www.ivi-golf.com.

Jacobsen

Jacobsen, A Textron Company

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Dealer Technical Support:
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Web address:
www.jacobsen.com

Key executive:
Jon Carlson, President

Product Focus:

At Jacobsen, we have dedicated ourselves to do more than mow. We design and build our equipment to create the superior conditions demanded by today's players and superintendents. Examples of our innovative thinking, engineering and product development include:

MAGKnife technology – Patented system that uses powerful magnets, rather than screws, to hold bedknives in place. Reduces the time required to change a bedknife to mere seconds, and allows for a tournament-quality cut every day.

E-Walk – Fully electric greens mower that uses no oil or hydraulic fluids that can spill or leak. Both environmentally friendly and quiet enough not to wake the neighbors.

Groom Master-II – The only infield groomer/bunker rake on the market with power steering and an available three-cylinder, 19.2-horsepower diesel engine – providing more horsepower than any other unit.

SLF-1880 super-light fairway mower – A five-gang mower with 18-inch Jacobsen Classic Cut reels and a patented lift-arm system. Cuts more efficiently than a traditional triplex mower without sacrificing the ability to hug contours – in short, it pampers fairways with the superior quality of cut normally reserved for greens.

Jacobsen AR-5 – Third-generation fine-cut rotary mower with lift-arm system that allows cutting decks to float straight up and down independently, delivering improved ground-following capability over irregular contours. Also features a tighter turning radius to enhance cutting efficiency, and mulching decks that can be converted to side discharge in a matter of minutes. It doesn't scalp, it cuts.

Major Product Lines:

Jacobsen offers a line of equipment to meet any need, from Jacobsen fairway, greens, rotary and trim mowers, to Jacobsen Hauler and Cush-



man Turf-Truckster utility vehicles, to Ryan aerators, seeders, core harvesters and sod cutters.

Manufacturing Facilities:

More than 400 employees build and distribute parts and equipment inside Jacobsen's two state-of-the-art manufacturing facilities in Charlotte, NC, and Johnson Creek, WI.

Jacobsen is owned by Textron, a \$10 billion multi-industry company with more than 43,000 employees in nearly 40 countries. The Textron company is known around the world for its uncompromising engineering and powerful products in the air, land and sea including Bell Helicopter, Cessna Aircraft, Kautex, Lycoming and, of course, the Jacobsen brands.

Technical Support:

Jacobsen's CustomerOne™ is dedicated to superior customer support for all Jacobsen products. Whether it's a replacement part, operations manual or locating a local dealer for service CustomerOne will have the right information. www.jacobsencommercial.com

Dealer Technical Support is available from 7:30 a.m. until 4:30 p.m. EST Monday through Friday to help repair and maintain equipment. Call 1-800-848-1636 or use the online form.

Authorized dealers with factory-trained technicians know how to best maintain and repair equipment to keep it operating at peak performance. For product training, contact your local dealer for schedules and locations. To find a local dealer call 1-888-922-TURF.

On the Jacobsen Web site, noted agronomist Dr. Milt Engelke answers questions about turf and turf maintenance. www.jacobsen.com



John Deere Worldwide Commercial & Consumer Equipment Division

John Deere Worldwide Commercial & Consumer Equipment Division

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27709

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Staff:

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John Deere Worldwide
Commercial & Consumer
Equipment Division

Gregg Breningmeyer, Director,
Marketing & Sales, John Deere
Golf & Turf One Source

Product Focus:

The John Deere Worldwide Commercial & Consumer Equipment Division manufactures and distributes a full line of lawn care products for residential, commercial, and golf and turf applications. The John Deere organization is noted for more than 165 years of innovation, the highest quality products and its product and operator safety initiatives. John Deere Golf & Turf One Source™ is an initiative that brings together a variety of products and services to better serve the expanding needs of golf course superintendents and grounds maintenance managers.

Manufacturing Facilities:

John Deere C&CE Division manufactures its golf and turf equipment at facilities in Fuquay-Varina, NC; Horicon, WI; and Welland, Ontario, Canada.

Technical Support, Sales, Training and Customer Service:

At www.JohnDeere.com, John Deere Golf & Turf One Source customers can find information on training and support functions, including online operator manuals, customer information bulletins, technician training courses and product information. In addition, customers can call the John Deere Customer Communications Center at 800-537-8233.



JOHN DEERE

Major Product Lines:

John Deere Golf & Turf One Source is a full-service platform bringing together equipment, agronomic products, financing and services to better serve the expanding needs of golf course superintendents, owners, architects and management companies. The program offers a full line of industry-leading precision greens, fairway



and rough mowers, aerators and debris maintenance equipment, bunker rakes, rotary cutters, utility vehicles, compact utility tractors and

construction equipment. John Deere also offers certified pre-owned equipment through the John Deere Assured program. As the official golf course equipment and One Source supplier to the PGA TOUR, John Deere can be trusted to provide superintendents the tournament-level quality needed on today's golf courses.

Additional products offered through the One Source program include seed, fertilizer, landscaping supplies, irrigation, fertigation, drainage and golf course accessories, all available for purchase through a local John Deere distributor. Along with the only credit, lease and financing program created specifically for golf course equipment and a dedicated distributor network, John Deere provides unmatched parts and service support.



Nature Safe Natural & Organic Fertilizers

Nature Safe Natural & Organic Fertilizers

4221 Alexandria Pike
Cold Spring, KY 41076

Customer Service Number:
800-252-4727

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859-572-2574

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rgeise@griffinind.com

Product Focus:

Nature Safe fertilizers are constructed meal-based fertilizers derived from feed grade proteins such as meat, bone, blood, poultry, fish and feather meals as well as bakery by-products and humates, not waste by-products. Nature Safe has the highest amino acid concentration of any commercial fertilizer ensuring product consistency and nutrient availability, resulting in an extremely predictable release.

Nature Safe promotes great turf color and builds stress tolerance. The slow, even feed minimizes top growth and enhances microbial activity to reduce thatch. Nutrition and fertility are critical to building root mass, improving density, and enhancing overall disease management properties to protect your turf.

Aeration is an ideal application opportunity. Nature Safe stimulates microbial activity that strengthens and deepens roots while encouraging lateral growth for quick recovery.

As a dormant feed, Nature Safe builds carbohydrate reserves for improved winter stress management resulting in improved turf health and vitality.

For overseeding applications, Nature Safe



delivers a nutrition-based foundational feed for new seedlings for up to three months of residual growth based on temperature. Apply as a supplemental feed throughout the winter for excellent turf establishment results.

Product Lines:

- 5-6-6 Starter Fertilizer
- 7-1-14 High Potassium Fertilizer
- 8-3-5 Stress Guard
- 8-5-5 Landscape Fertilizer
- 10-2-8 All Season
- 12-2-6 Ammonium Sulfate Fortified
- 15-2-8 with Meth-Ex 40®
- 21-3-7 Blended with UFLEXX™

**Nature
Safe**

Natural & Organic Fertilizers



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Nutramax Agriculture Inc.

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Nutramax Agriculture, Inc. pioneered the use of L-amino acids in the turfgrass industry in 1997. Nutramax products feature only biologically active L-form amino acids obtained through enzymatic hydrolysis of natural protein. Nutramax products are backed by university research and are manufactured to pharmaceutical standards with stringent quality control ensuring batch-to-batch consistency at the highest level.

MACRO-SORB® foliar is a biofertilizer based on amino acids, produced by enzymatic hydrolysis, and some essential micronutrients. It allows for greater absorption and transport of nutrients and other products through the leaves into the plant. The action of L-amino acids and substances with phytohormonal effect in MACRO-SORB foliar helps to regulate the opening of the stomata, increase water potential, regulate osmotic pressure, slow down photorespiration, and increase net photosynthesis.

MACRO-SORB foliar is a true systemic with no phytotoxic effects and is tank-mix compatible with soluble fertilizers, fungicides, insecticides, plant growth regulators and herbicides. Applied together, MACRO-SORB foliar improves the efficiency of these treatments by increasing their absorption and translocation within the plant. It helps to reduce fertilizer and pesticide use, decrease disease pressure and improves turfgrass quality.

MACRO-SORB® radicular is a biofertilizer based on amino acids, produced by enzymatic hydrolysis, and essential macronutrients. The action of L-amino acids and substances with phytohormonal effect in MACRO-SORB radicular allows for greater absorption and transport of nutrients through the roots into the plant. MACRO-SORB radicular activates physiological and natural defense mechanisms of the plant, enhances net photosynthesis, and increases water and nutrient efficiency.

MACRO-SORB radicular has no phytotoxic effects and is tank-mix compatible with soluble fertilizers, fungicides, insecticides, plant growth regulators and herbicides. Applied together, MACRO-SORB radicular improves the efficiency of these treatments by increasing their

absorption and translocation within the plant.

QUELANT®-Ca is an amino acid-chelated calcium product developed to correct calcium deficiency of turfgrass and other plants. The calcium chelated with amino acids in QUELANT-Ca is readily available and easily absorbed by the leaves and/or roots of the plant regardless of most environmental and soil conditions. The amino acids used not only increase absorption of calcium, but also enhance the translocation of this essential macronutrient to growing points of the plant. These biologically active, free L-amino acids also improve photosynthesis and offer maximum protection from stress.

QUELANT-Ca is environmentally safe and non-phytotoxic. It is tank-mix compatible with normally used emical products. Applied together, QUELANT-Ca improves the efficiency of these treatments by increasing their absorption and translocation within the plant.

QUELANT®-K Low pH is a foliar-applied, amino acid-based potassium supplement. It contains free L-form amino acids that increase the uptake of the potassium and other nutritional elements by the plant.

Potassium may be present in large quantities in soils, but only very small amounts are in the available form (K⁺). Potassium is held strongly by clay particles in fine textured soils and is easily lost by leaching on sandy soils (greens). QUELANT-K Low pH provides the essential L-amino acids necessary to enhance potassium levels within the plant regardless of most soil adverse conditions. QUELANT®-K Low pH is tank-mix compatible with QUELANT®-Ca and other products containing calcium and magnesium.

QUELANT®-Minors is formulated for foliar application and absorption. QUELANT®-Minors provides turfgrass with readily available Mg, Mn, Fe, Zn, S, B, Mo and L-amino acids directly through the foliage. These L-amino acids chelate micronutrients and enhance their absorption and translocation within the plant. QUELANT®-Minors is rapidly becoming the micronutrient choice of many turf professionals.

Par Aide Products Co.



Par Aide Products Co.
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Product Focus:

Since 1955, Par Aide Products Co. has been providing the golf course industry with a superior line of golf course accessories. For a product to earn the Par Aide name, it must make superintendents' jobs easier, help them do it better or perform a service that makes them look good to the golfer. When describing our products, our favorite words are long-lasting, maintenance-free, dependable and value. We take great pride in having grown our full line of golf course accessories by listening to our customers and through innovation and acquisition.

Manufacturing Facilities:

Par Aide Products Co. worldwide manufacturing headquarters is in Lino Lakes, MN.

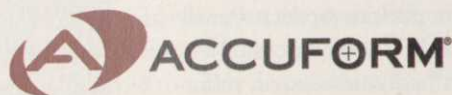
Technical Support, Sales, Training and Customer Service:

It is a company policy at Par Aide to treat our customers the way we want to be treated. And that's why if there is ever a problem, we'll do whatever is necessary to make things right and fair. We truly conduct business the old-fashioned way—personally and with integrity. Our customer service associates are encouraged to take responsibility, to offer ideas and to solve problems. In addition, our customers can access our Web site at www.paraide.com to view all of our products online and for the latest Par Aide news, new products and for local dealer information.



Major Product Lines:

Par Aide Products Co. offers a full line of high quality golf course accessories, which can be found at the finest golf courses worldwide. From our universally recognized Ball Washers to innovative new course signage, our patented flag sticks ferrule and Ever-White® cups, Accuform® and Bunker Pro® rakes, a wide variety of tee markers, premium recycled plastic products and greens tools, our products are "Not just built to last, they're built to outlast."



Pursell Technologies

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Key contact:
Erle Fairly, Director of Pursell
Farms Tours



The Experience at FarmLinks is a must-attend for all golf course superintendents and industry professionals. Nestled among the trees and hills of Pursell Farms lies FarmLinks Golf Club, the world's first research and demonstration golf course.

Each year, 1,000 golf course superintendents, professional nurserymen and others in the turf and horticulture industries are hosted at FarmLinks and Pursell Farms. Guests to this world's first enjoy the best hospitality the South has to offer through southern-style favorites and accommodations at the luxurious Parker Lodge. You will find that rest and relaxation is intertwined with education here. A coalition of the golf industry's top players—Pursell Technologies Inc., The Toro Company, Syngenta and Club Car, Inc., among others—come together at FarmLinks to showcase industry innovation.

For more information on the experience, visit www.polyon.com

The Premier Partners Pursell Technologies Inc.

Pursell Technologies is the world's premier developer and manufacturer of controlled-release fertilizers and pesticides. Based in Sylacauga, AL, the family-owned company has been in the fertilizer business 100 years. Through the use of patented reactive layers coating process, the company has expanded its coating expertise beyond fertilizer to include PRECISE® polymer-coating technology for pesticide products. Pursell Technologies' POLYON® polymer-coated fertilizers, TRIKOTE® polymer-coated, sulfur coated fertilizers, and PRECISE® technology products are marketed worldwide to turf and horticulture professionals.

Club Car Inc.

Pioneering innovations that bring solutions to customers, Club Car has established a reputation as one of the most respected brands in golf. Club Car's fleet golf cars, turf maintenance, hospitality and performance utility vehicles play



a key role at FarmLinks, helping players enjoy their golf experience and supporting course operations. Club Car is a division of Ingersoll-Rand, a diversified global manufacturer of industrial and commercial equipment and components.

The Toro Company

The Toro Company excels at providing innovative turf maintenance and irrigation equipment, professional services and superior support for golf courses. Toro's many product innovations help do more tasks in less time with great-looking results that golfers notice. Additionally, Toro Professional Services enhance the performance of your Toro products—all delivered by dedicated local distributors—and your bottom line. As part of The Experience at FarmLinks, visitors learn first hand from Toro the potential of emerging technologies in turf maintenance.

Syngenta

Syngenta Professional Products strives to provide the highest quality products, services and technical support in the turf and ornamental industry. Syngenta works with golf, lawn care, ornamental and aquatics professionals to build optimal packages of chemistries and technologies to help them achieve their goals. Syngenta offers industry leading products to help prevent and cure diseases as well as manage insects and weeds with fungicides, growth regulators, herbicides and insecticides like Heritage®, Daconil®, Banner MAXX®, Monument™ and Primo MAXX®.