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Today, soil wetting agents, water absorbents and transpiration minimizers are accepted tools of the landscape management professional, due in part to our commitment to this industry.

The future holds many new challenges for turf management professionals, to whose fortunes Aquatrols' future is tied. For example, the millions of new golfers that the National Golf Foundation predicts will take up the game by the year 2000 will expect to play on perfect turf. Yet the golf course superintendent, along with his colleagues in the lawn care, landscape

and athletic turf management professions, will be increasingly expected to do more with less...lower volumes of pesticides, less flexibility in their application, less water and with scarcer labor.

How will we deal with these pressures?

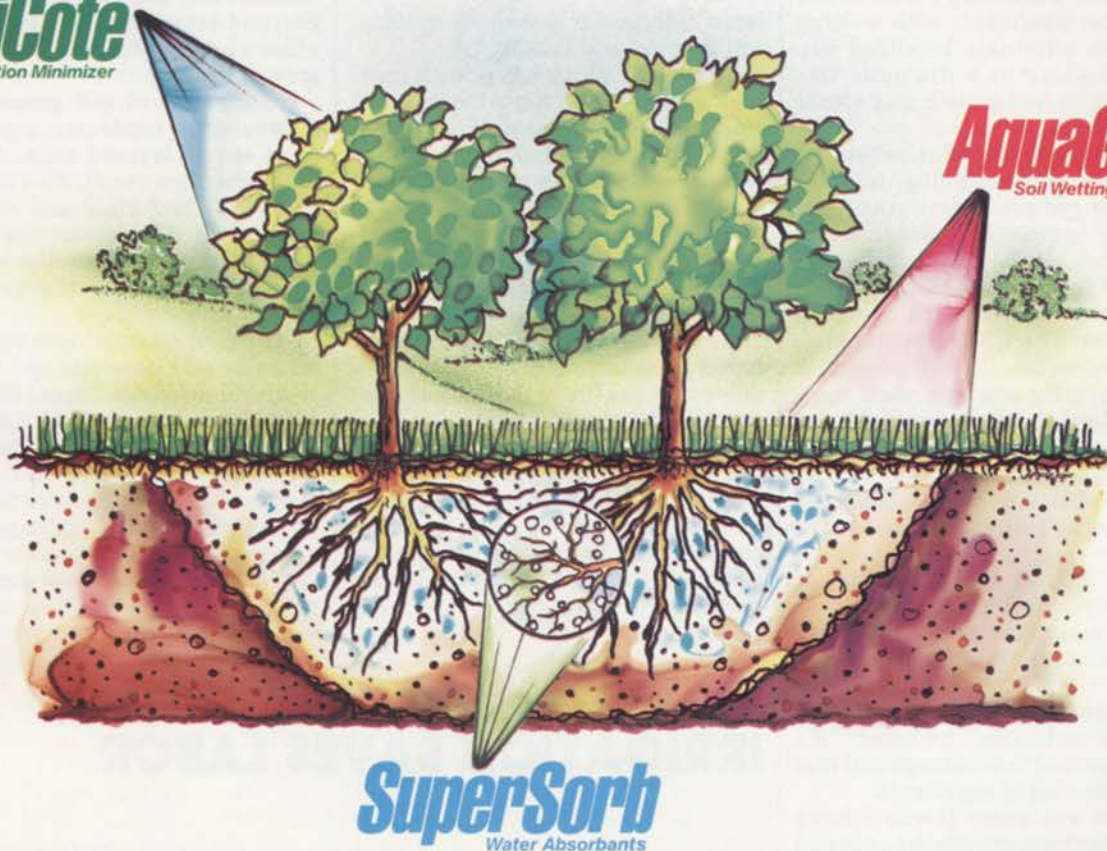
Inspired by their dreams and driven by the incentives of our economic system, I expect the innovators to rise to these future challenges. Continued improvements in chemicals and equipment supported by biotechnology and computers will no doubt help us address these challenges.

Our company is taking aim at one

of the toughest of these challenges: water resource management. Aquatrols has been built on developing products for solving water-related problems in the turf and horticulture industries. We are confident that better products are to be discovered. At Aquatrols, we are planning to continue turning dreams into practical technologies for helping turf and horticulture professionals improve our quality of life while more effectively managing the world's finite water resources.

**Robert A. Moore**  
President  
Aquatrols, Inc.

**FoliCote**  
Transpiration Minimizer



## GETTING TO THE ROOT OF THE PROBLEM

**A**s the green industry becomes more water conscious, the innovative landscape manager will want to use any available tools that help improve water efficiency.

Useful products for this are soil wetting agents, water-absorbent polymers and transpiration minimizers.

Aquatrols, based in Pennsauken,

N.J., specializes in developing these tools that can help turf and landscape managers save water, labor and money. AquaGro soil wetting agent reduces the normal surface tension of water so that it moves more easily into and through the soil; SuperSorb water absorbents capture and hold water for use by plants when needed; and Fo-

liCote then minimizes transpiration from plants when they are under moisture stress from transplanting, transporting or weather extremes.

Use of these quality Aquatrols products will thus help more efficiently manage water through all phases of the life cycle: propagation, installation and maintenance.