

# JOB TALK

## Need fast green-up? Try sprayable iron

■ Terry Seebach, owner of Superior Service Lawn Care in North Canton, Ohio, prefers to leave something besides an invoice on the door to let his customers know their lawns have been serviced. But you can't always leave the dandelions curling or the lawn freshly edged.

"Greening up the grass a couple of times each season with a liquid iron application that is visible within a day or two is a welcome calling card," says Seebach.

All new clients receive a special liquid iron application, sometimes even prior to their first scheduled regular treatment. Seebach has been able to trace a number of new account referrals to the enthusiastic reactions of customers who were excited to see an immediate difference in their lawns. The extra green can also be an appreciated gesture, he says, where complaints or callbacks may be involved.

In the early '80s, while in charge of chemical applications for another lawn care company, Seebach heard the voices of a succession of iron salesmen. Each promised that his sprayable iron was better or more economical than whatever Seebach was using.

"Several got me to give their products a try, but results were so inconsistent that I almost began to wonder if applying iron was worth my time," Seebach says now.

Finally, "we compared (PBI/Gordon's) Ferromec with another leading product," he notes. The color response was very striking one day after application at the mid-range rate (5 oz./1000



Terry Seebach, owner of Superior Service Lawn Care in North Canton, Ohio, is pleased with the color response of the turf on which his favorite iron product was applied.

sq.ft.). "Immediately, I could see how to make iron a paying proposition," Seebach says. "Getting that kind of green-up without using excessive nitrogen offered many opportunities to enhance the business."

**A school application**—In the small, tidy community of Temple City at the foot of Southern California's San Gabriel mountains, the high school graduation ceremony at the varsity football field is one of the major civic events of the year.

While landscape manager Doug Bezaire was dressing up turf for the event, he installed sod to cover some worn spots, the largest of which unfortunately happened to be right in front of the platform where the ceremony was to be staged. High temperatures and a sprinkler failure caused the sod to further lose its color.

Three days before the ceremony, Bezaire had decided to use a turf paint to cover up the problem.

"But when my dealer suggested that I try a liquid iron fertilizer, I thought he was kidding," Bezaire recalls. "He seemed confident that it would work in time, so I gave it a try."

Bezaire goes on to report that, within 12 hours of applying the liquid iron at 6 oz./1000 sq.ft., the ailing grass was as green as the surrounding turf. "I wouldn't have believed it if I hadn't seen it myself."

**For rapid greening**—These anecdotes illustrate the importance that turf care professionals attach to rapid greening. Field experience and sales results indicate a preference among professionals for the faster response as well as the lower cost per gallon of sprayable ferrous sulfate formulations, reports PBI/Gordon marketing specialist Steve Carrell.



Lawn Ranger, expecting a quick turf green-up, applies liquid iron to the headquarters landscape at Kiwanis International in Indianapolis, Ind.