

BY **NICOLE  
WISNIEWSKI**  
EDITOR-IN-CHIEF

# THE INNOVAT LAB

Industry visionaries discuss their latest lawn care solutions and how they are working overtime to empower landscape professionals to do more with less.

**D**URING TOUGH economic times, it's not unusual for companies to make cuts. But how company executives should do this isn't always spelled out. Should managers strip out service bells and whistles? Shave time on job sites? Lower sales force incentives? Reduce head count?

And what about product purchasing? When it comes to eliminating weeds, insects and diseases for client accounts, as well as feeding turf and ornamentals with nutrients or using growth regulators, a lawn care operator (LCO) can't just cut corners. Switching products to save money without doing enough research could lead to poor aesthetics and customer callbacks, which

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For product profiles, see page 19.

PROFILES

# ION

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increases labor costs — a lawn care business' largest expense.

LCOs have to do their homework and understand current trends when selecting the right products. As regulation and legislative challenges mount, in addition to the increasing cost to bring new products to market, manufacturers focus on innovation that meets the growing sustainability trend and LCOs' need for speed — and results.

It's called doing more with less, or more with the same. And driving efficiency can boost the health of clients' landscapes *and* the bottom line.

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THE BEST THING ANY OF US CAN DO IN THIS INDUSTRY IS BE VOCAL. MAKE SURE YOUR LOCAL LEGISLATORS KNOW WHO YOU ARE."

— JASON KUHLEMEIER,  
BAYER ENVIRONMENTAL SCIENCE



# SPEAK OUT

**L**egislation and regulation regarding pesticide product development and use will likely always be a threat to the Green Industry.

"The time for increased regulation is quickly approaching, which is why the turf industry is working hard to educate the public and get credit for our environmental stewardship efforts," explains Carrie Doza, marketing communications manager, Agrotain International, St. Louis. "Unfortunately, the trend is that well-intentioned, voluntary initiatives are turning into strict regulations. In Florida, for example, regulations are being written on a grassroots level — sometimes without the guidance of research or end-user expertise."

To prevent these restrictions from materializing, "it's up to us to defend ourselves and our business practices," says Bob York, senior marketing manager for BASF Professional Turf & Ornamentals, Research Triangle Park, NC.

"We need a unified voice to maximize our chance for success," agrees Jeff Novak, marketing manager at Agrium Advanced Technologies, Loveland, CO.

LCOs should start by touting turf's cosmetic and environmental positives. "We must make an uneducated public understand the true risks versus the reward of healthy turf that stops erosion, runoff and loss of topsoil, and provides oxygen just like trees do," suggests Russ Mitchell, product and marketing director, Quali-Pro/MANA, Raleigh, NC.

Jose Milan, head of strategy, Syn-genta Lawn & Garden, Greensboro, NC, sees the silver lining in the situation.

"I would say our industry has more opportunities than threats," he says. "We provide so much value from every perspective. For example, environmentally, plants are natural air filters; economically, they add to the value of our homes; and socially, green spaces increase our social well-being."

Doza recommends LCOs become involved at the local level.

"As you read your community newspaper, or get the latest local gossip when you stop for your morning cup of coffee, be aware of these types of grassroots groups, then do your best to educate the active participants," she advises. "As a lawn care professional, you are a proven steward of the land and have expansive knowledge regarding what is best for turf. These are the times to use your influence by participating in voluntary initiatives to ensure

future regulations include best management practices that you can utilize."

Ultimately, it's about being vocal — or as Jason Kuhlemeier, manager, insecticides, Research Triangle Park, NC's Bayer Environmental Science, calls it, "being seen and heard." He suggests LCOs try sending short, well-written notes to local legislators: "Make sure they know about you and your business."

Doug Houseworth, manager of technical support, Arysta LifeScience Turf & Ornamentals, Cary, NC, concurs. "You have to be willing to state your case," he says. "If you're not, then you're toast in this industry."

"And if you need access to university research or other industry facts, contact your local distributor for tools to help you further your cause and save your livelihood," Doza adds.

Finally, proper product use is crucial.

"The best thing LCOs can do to protect their access to these tools is to continue to steward them carefully by reading and following label directions," says Brian Rund, director, branding and marketing services, Nufarm Americas, Burr Ridge, IL. "Take advantage of the resources available. The face of the industry is the person in the field, so it's key we do as much as we can to make those points of contact as professional and responsible as possible." — *NW*

## COVER STORY

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### Efficient business = good business

Today, LCOs deal with rising fuel, material and labor costs — all of which dip into profits.

“Plus, the recession means their customers are eliminating services to accommodate their own shrinking budgets,” says Jeff Novak, marketing manager at Agrium Advanced Technologies, Loveland, CO. “But by using products that require fewer applications and deliver nutrients and pesticides gradually and consistently over a longer period of time, landscapers can realize cost and time savings.”

As a result, pesticide and fertilizer manufacturers are working “to strike a balance between minimal chemical impact on the environment with maximum effect on the

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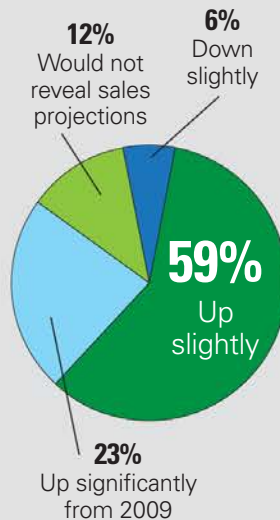
**MORE CONCENTRATED FORMULATIONS HAVE REDUCED BOTH PLASTIC AND CORRUGATED WASTE AS WELL AS REDUCED LOGISTICS COSTS FOR OUR CUSTOMERS.”**

— KERRY OVERTON, MONSANTO

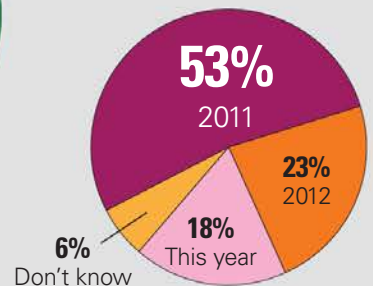


## POSITIVE THINKING

What's your crystal ball read for your 2010 sales?



In your opinion, when will the economy rebound?



Eighty-two percent of pesticide and fertilizer manufacturers report good news in the form of increasing sales this year: In fact, 23% say numbers will be up significantly over 2009. These positive P&L predictions are probably why more than half of manufacturers say the economic rebound will happen next year, while another 18% feel confident saying it will bounce back this year. — *NW*

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target pest while meeting the needs of key customers,” says Bob York, senior marketing manager for BASF Professional Turf & Ornamentals, Research Triangle Park, NC. “This is just good business.”

There are many factors driving this trend:

**1 Regulation requirements.** “The regulatory environment, as well as the economy, has most manufacturers looking at ways to maximize the value proposition for the end-user — while making the most efficient use of the active ingredients,” explains Roger Storey, vice president, turf and ornamental business, SePRO Corp., Carmel, IN.

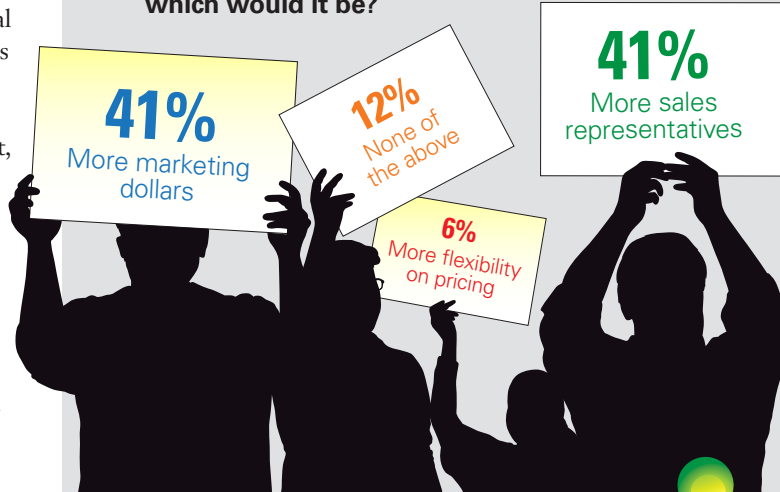
**2 Environmental concerns.** This is often the root cause behind the deregistration of high-use, low-cost compounds that LCOs have used for decades, points out Adam Manwarren, turf and ornamental product manager for FMC Professional Solutions, Philadelphia. This is driving replacement products that embrace lower use rates.

**3 Improved technologies.** Manufacturers better understand the synergistic affects of various active ingredients today. While LCOs have historically tank-mixed products on their own, manufacturers are now combining just the right amounts of various combinations and selling these

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## WANTS AND NEEDS

If you could convince the powers that be to support your team with just one of these, which would it be?



Between wanting the additional marketing dollars to promote existing and new products and the extra sales reps to sell them, pesticide and fertilizer manufacturers were torn. An equal number (41%) chose each as the one thing they'd request more of if they could pick one. — NW



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new products at a cheaper rate than buying the two products on their own. "Sure, anyone can read two labels, put them in a tank together and go," Manwarren says. "But it's quite another thing to come up with a combination of two existing actives in just the right ratio that reduces the total active ingredient and takes care of multiple problems at the same time. If it's one plus one equals two, that isn't so special. But if we can make one plus one equal three, then we're creating something different and innovative."

**4 More IPM.** Manwarren points out the use of integrated pest management (IPM), the practice of avoiding blanket applications in favor of scouting for problem pests and then treating only those areas, is also teaching LCOs they can cut back their product use rates and get similar results in the landscape.

The ultimate goal is efficiency and efficacy. As Jose Milan, head of strategy for Syngenta Lawn & Garden, Greensboro, NC, explains, "it's about providing value-driven solutions."

### Under pressure

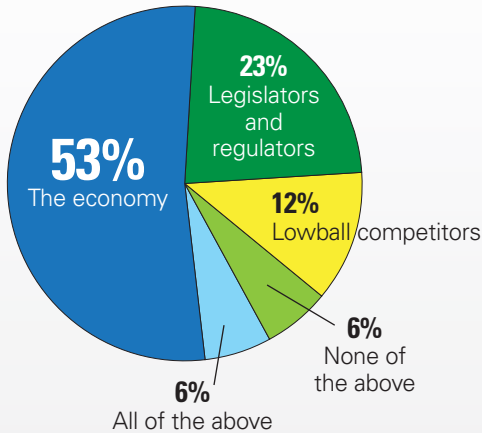
During the eight years under President George W. Bush's watch, the pesticide industry didn't see much drama on the regulation and legislation fronts.

But the situation "is going to get worse: The Obama administration has all but said so," says Mike Bandy, technical/regulatory manager, turf products, The Andersons, Maumee, OH. "Their strategy seems to be focused on making it harder and harder for people to use our products. There's not a lot of recognition of the values we provide."

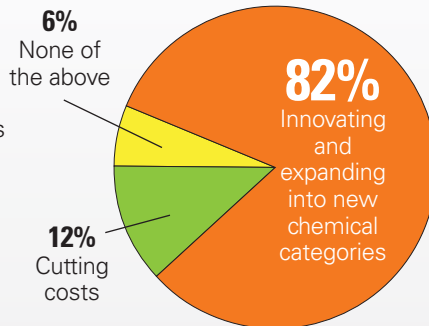
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# BUSINESS BARRIERS AND BREAKS

## What is your biggest business obstacle?



## What's your top business opportunity?



More than half of lawn care pesticide and fertilizer manufacturers pointed to the economy as their largest business obstacle this year.

One of the key reasons is price. Product price competition has been driven by economic challenges, points out Jason Kuhlemeier, manager, insecticides, Bayer Environmental Science, Research Triangle Park, NC.

Manufacturers are competing in this challenging environment through continued product advancements. An overwhelming majority (82%) point to innovating and expanding into new chemical categories as their biggest business opportunity this year. — NW

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The trend troubles pesticide manufacturers, who listed it as their second-biggest business obstacle after the economy in a recent *Landscape Management* survey.

“People have become accustomed to living in a pristine, clean, healthy environment,” Milan says. “They don’t realize that to maintain these environments, they need the products and services Green Industry companies provide. They get misinformation on the issues, and they vote based on their emotions versus knowledge or science.”

Increased concerns about protecting water from runoff and leaching have prompted government officials to pay closer attention to the Green Industry, Novak explains.

“Most of the scrutiny is not founded on science, but lawn care professionals face new regulations that restrict the type, application timing and amount of chemicals that can be used to maintain green, healthy turf and plants,” he says.

What will solve the problem? Many suppliers, like Mark Urbanowski, senior marketing specialist, turf, ornamental and technical products, Dow AgroSciences, Indianapolis, point to “sound regulations based on sound science.”

“Certainly, there will continue to be pressure on all segments of the industry,” says Brian Rund, director, branding and marketing services, Nufarm Americas, Burr Ridge, IL, “but we’re confident that good science — often generated by several parties working together — will prevail.”

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## AGRIUM ADVANCED TECHNOLOGIES

**HEADQUARTERS:** Loveland, CO

**TOP BRANDS:**

1. Spread it & Forget it (fertilizer/pesticide combination)
2. Precise

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE**

**FORMULATION AND HOW IT WORKS:** Spread it & Forget it allows users to apply up to 40% less nitrogen per year. This new controlled-release fertilizer, available with preemergent herbicides for crabgrass control, gradually feeds lawns and professional turf for six months or more with just one application. By combining season-long fertilizer with preemergent crabgrass control, the added efficiency leads to saved time and money, or essentially to doing more with less.

**WHAT LCOs ARE SAYING:** "With just one application in the spring, the turf still looks beautiful after all these months. Doing one application of Spread it & Forget it would help me save 50% to 60% on labor, fuel, products and everything. Plus, one application is better for the environment — there is less leaching into the soil with this product." — Don McCauley, owner, Don McCauley Landscape Design



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## AGROTAIN INTERNATIONAL

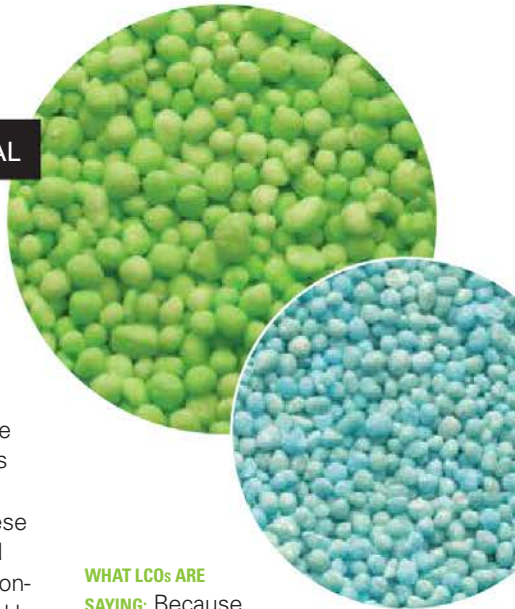
**HEADQUARTERS:** St. Louis

**TOP BRANDS:**

1. UMAXX fertilizer
2. UFLEXX fertilizer
3. HYDREXX fertilizer

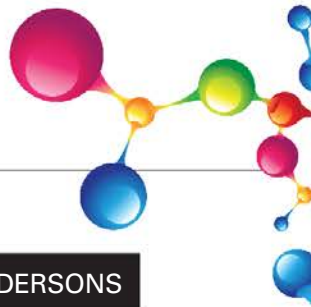
**LATEST/GREATEST "MORE WITH LESS" LAWN**

**CARE FORMULATION AND HOW IT WORKS:** The key ingredient in each of Agrotain's enhanced efficiency fertilizers is stabilized nitrogen technology. These products — UMAXX, UFLEXX and HYDREXX — provide turf professionals with maximum nitrogen control by delivering a long-lasting, consistent source of nitrogen to plants in a variety of soil temperatures, and with minimal escape into the air or groundwater. Because stabilized nitrogen doesn't rely on microbial activity for nitrogen availability, cold soil temperatures have little effect on the efficiency of stabilized nitrogen products. The applied product is available to the plant as soon as watering — either through rainfall or irrigation — takes place, and what the plant doesn't immediately use will be held onto the soil colloid as a reserve for future use.



**WHAT LCOs ARE**

**SAYING:** Because UMAXX performs for Mike Immel, a lawn care operator in Wisconsin, for 12 to 16 weeks, he can space his applications farther apart. "I can get the same results in four or five trips that others get in six," he says. "That equates time savings for me, cost savings for the customer and, environmentally, I'm not burning as much gas to get the same results."



## THE ANDERSONS

**HEADQUARTERS:** Maumee, OH

**TOP BRANDS:**

1. The Andersons
2. DG Pro
3. GrubOut insecticide

**LATEST/GREATEST "MORE WITH LESS" LAWN**

**CARE FORMULATION AND HOW IT WORKS:** GrubOut insecticide is The Andersons' version of imidacloprid. Its multiple use rates allow the targeting of specific insects.



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**RAIN BIRD**

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## ARYSTA LIFESCIENCE

**HEADQUARTERS:** Cary, NC

**TOP BRANDS:**

1. Disarm fungicide
2. Aloft insecticide
3. Endorse fungicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

The Disarm Complete Control System gives LCOs all the options they need to solve every disease control problem. Disarm, Disarm C, Disarm G and Disarm M fungicides provide premier strobilurin disease control performance and value throughout the entire season. Each is specifically tailored to climate region, disease history and turfgrass variety. Alone,



in chlorothalonil-based or demethylation inhibitor (DMI)-based pre-mixes, the Disarm Complete Control System allows you to choose your application — giving you complete control.



## BASF PROFESSIONAL TURF & ORNAMENTALS



**HEADQUARTERS:** Research Triangle Park, NC

**TOP BRANDS:**

1. Onetime herbicide
2. Drive XLR8 herbicide
3. FreeHand 1.75G herbicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION**

**AND HOW IT WORKS:** Onetime herbicide contains three active ingredients (quinclorac, MCP-P and dicamba), allowing users to target both grassy weeds like crabgrass and broadleaf weeds such as spurge

with one application. Onetime contains the new liquid formulation of quinclorac, which is also found in Drive XLR8. This formulation is better and faster absorbed into the target plant versus other quinclorac-based products. The formulation ensures that the active ingredient reaches its intended target.

**WHAT LCOs ARE SAYING:** "We really got tired of spraying postemergent products and wanted something with more longevity. My last application of FreeHand 1.75G was in the fall — and we're just now starting to see a few weeds pop up, five months later. I don't have to go back and re-treat each month. In our business, that means a lot." — Mike McDowell, president, Acme Turf Control, Concord, NC

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## BETTER RESULTS



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**APPLICATION EQUIPMENT:**

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**TIMING:**

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**SUMMARY:**

"This was not ideal herbicide application timing for ground ivy control, but we still had great results on it and all the other weeds on the 4-Speed XT label. As a result, we saved several contracts. We'll be using a lot more 4-Speed XT and other Nufarm products in the future."

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## BAYER ENVIRONMENTAL SCIENCE

**HEADQUARTERS:** Research Triangle Park, NC

**TOP BRANDS:**

1. Merit insecticide
2. TopChoice insecticide
3. Armada fungicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE**

**FORMULATION AND HOW IT WORKS:** New Celsius postemergent herbicide is safe for use year-round on warm-season turf types (St. Augustinegrass, centipede-grass, Bermudagrass and zoysia-

grass). It provides exceptional control of troublesome broadleaf and grassy weeds, application convenience, flexibility and long residual even at the highest temperatures without fear of phytotoxicity. Celsius, which features dicamba along with two new active ingredients — iodosulfuron-methyl-sodium and thiencazzone-methyl — has shown specific benefits in terms of broad-spectrum control for more than 150 weeds.

# Celsius™

**WHAT LCOs ARE SAYING:** "Celsius fills a void, timing-wise: A large portion of our more problematic weeds come in the middle of summertime when heat is an issue, and unfortunately with our product lines in the past, we've been unable to spray or are forced to do so at the risk of damaging turf. With Celsius, I've been able to confidently use it on any turf type without any damage." — *Chad Stilley, The Greenery, Charleston, SC*

## CIVITAS

**HEADQUARTERS:** Mississauga, Ontario, Canada

**TOP BRANDS:**

1. Civitas fungicide (for use on golf courses)
2. Clear Choice selective herbicide
3. Pure Spray Green organic spray oil



**LATEST/GREATEST "MORE WITH LESS" LAWN**

**CARE FORMULATION AND HOW IT WORKS:** Civitas fungicide is not a chemical fungicide. It's a plant defense activator. It works by turning off the natural defenses of the plant to resist fungus attack. Technically speaking, its synthetic isoparaffin-based formulation triggers Induced Systemic Resistance (ISR) in the grass to defend against fungus attack. Because the fungus can't gain a foothold on the grass, it dies off. Civitas works well on its own, but combining it with other products can lead to up to a 60% reduction in fertilizer use.

**WHAT LCOs ARE SAYING:** "Civitas turns on the natural fungus-preventing defenses of the turfgrass, making it a powerful alternative to the traditional chemicals in your IPM Strategy."

## DOW AGROSCIENCES

**HEADQUARTERS:** Indianapolis

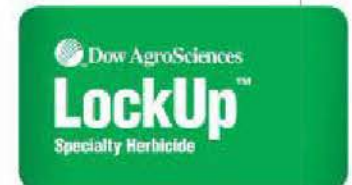
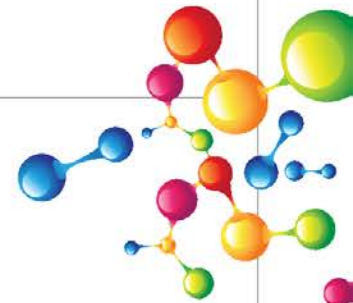
**TOP BRANDS:**

1. Dimension herbicide
2. Gallery herbicide
3. LockUp herbicide

**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW**

**IT WORKS:** Compared with other granular herbicides, LockUp demonstrates superior efficacy at extremely low use rates — .02 to .06 lbs. of active ingredient per acre — which helps decrease the overall pesticide load in the environment. LockUp is effective on dollarweed in the South and white clover in the North. It is available from a number of formulators on fertilizer. It is registered under the Reduced Risk Pesticide Initiative of the U.S. Environmental Protection Agency, so it has an excellent environmental profile.

**WHAT LCOs ARE SAYING:** "We use Gallery because it is easy to apply and mix with Dimension Ultra 40WP, especially when we are doing an entire ornamental bed preemergent. Overall, we're getting phenomenal control with Gallery on everyday broadleaf weeds, especially dandelion and clover. We've found that it has saved us a tremendous amount of labor — not having to pull weeds through the summertime. We get season-long control from both products." — *Chris Conner, Basnight Land and Lawn, Chesapeake, VA*



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**FMC PROFESSIONAL SOLUTIONS**

**HEADQUARTERS:** Philadelphia

**TOP BRANDS:**

1. Talstar insecticide
2. Dismiss herbicide
3. Solitare herbicide



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

Dual-action Solitare herbicide features a patent-pending, optimized combination of sulfentrazone and quinclorac that combats postemergent weeds from the foliage down and the root up. Labeled for the control or suppression of more than 60 weeds, Solitare provides fast, visible results, with symptoms appearing just a few days after treatment.

**WHAT LCOs ARE SAYING:** "With Solitare, you could put an application down Friday afternoon and the customer is seeing it work no later than Monday. It saves us quite a bit on callbacks because they see the results." — *Mark Schlossberg, president, ProLawnPlus, Baltimore*

**LEBANONTURF**

**HEADQUARTERS:** Lebanon, PA

**TOP BRANDS:**

1. Proscape
2. Lebanon Pro
3. Roots



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

Green-Smart Technology is a catalyst that improves fertilizer efficiency, increases root growth and produces healthier turf with fewer inputs. It can reduce fertilizer use by 25%, lowering product and labor costs. Green-Smart also promotes greater plant uptake and holds more nutrients in the root zone — promoting higher-quality, better-performing plants.

**WHAT LCOs ARE SAYING:** "As we continue to see greater regulatory pressures, products that produce the same effects with less applied nitrogen make a lot of sense, and will play an increasingly important role. Plant color is also comparable or better with fertilizers enhanced with this type of technology, and that's very important to customers. People want green grass and no weeds. If we can provide that from a cost-savings and environmental standpoint, that's good for our customers and good for our business." — *John Buechner, director of technical services, Lawn Doctor, Holmdel, NJ*



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\*\*\*\*\* Mike Immel  
Mike's Total Lawn Care  
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**MONSANTO**

**HEADQUARTERS:** St. Louis

**TOP BRANDS:**

1. Roundup ProMax
2. QuikPro herbicide
3. Certainty Turf herbicide



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:** Roundup ProMax is Monsanto's newest formulation. It's more concentrated and delivers more consistent performance as compared to Roundup Pro. The unique surfactant system allows the herbicide

to penetrate weed leaf surfaces faster, which means customers can count on Roundup ProMax being rainfast in 30 minutes — half the time of Roundup Pro. And because Roundup ProMax is more concentrated, a 1.67-gal. jug treats the same area as a 2.5-gal. jug of Roundup Pro. The smaller jug reduces plastic and corrugated waste by more than 33%.

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**NUFARM AMERICAS**

**HEADQUARTERS:** Burr Ridge, IL

**TOP 3 BRANDS:**

1. 4-Speed XT herbicide
2. Quincept herbicide
3. Escalade herbicide



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:** With 4-Speed XT, Nufarm has taken the proven performance of players like tri-clopyr, 2,4-D and dicamba, and added the speed of pyraflufen. The result is an herbicide that is gentle to grass, but absolutely hammers broadleaf weeds — and does it fast. Users will often see results in 24 hours. That's a benefit for LCOs, who can spray the lawn knowing that in a day or two their customers will see visible results.

**WHAT LCOs ARE SAYING:** "We used 1.3 oz. per 1,000 sq. ft. of 4-Speed XT with a spreader-sticker applied with an LT Rich Z-Sprayer. We made the first applications in mid-July, and within just a day, we started seeing results. As a result, we saved several contracts."  
— Eric Larson, Green Systems Turf Management, Portsmouth, RI

more profiles, page 30

continued from page 28

**QUALI-PRO/MANA**

**HEADQUARTERS:** Raleigh, NC

**TOP BRANDS:**

Quali-Pro herbicides, fungicides, insecticides



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

Quali-Pro's proven, high-quality formulations of preemergent herbicides offer, according to the manufacturer, the easiest handling, best mixing and most user-friendly packaging in the market. Its broad portfolio of post-patent products

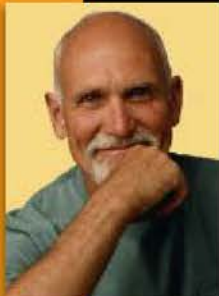
provides virtually everything LCOs need in herbicides, insecticides and fungicides, as well as turf growth regulators.

**WHAT LCOs ARE SAYING:** "It was Quali-Pro's formulation quality that got our attention. Sure, they save us some money, but what got me was the better formulation. Quali-Pro products mix well and do a great job. That's what I want."

— Sam Lang, president, Fairway Green, Raleigh, NC



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**SEPRO**

**HEADQUARTERS:** Carmel, IN

**TOP BRANDS:**

1. Cutless granular landscape growth regulator
2. Legacy turf growth regulator
3. Octane herbicide



**LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:**

Cutless Granular is a systemic plant growth regulator that slows shoot growth of hedges, shrubs and groundcovers in landscaped areas. Plants treated with Cutless Granular will require less trimming and will have a more compact growth form. Landscape contractors are able to save direct labor costs and then reallocate that labor to other jobs, which will improve their profitability. SePRO provides a cost-savings calculator at [www.sepro.com](http://www.sepro.com) that landscapers can use to determine the savings for their situation (typically, 40% to 60% savings). In addition to improving profitability, Cutless Granular provides sustainable benefits, including improved plant health/appearance and reductions in irrigation, fuel, emissions and plant material sent to landfills.

**WHAT LCOs ARE SAYING:** "Cutless G is an effective, dependable management solution with superior performance. This technology not only provides substantial cost efficiency, it also promotes significant plant vigor and performance. It is truly a product that has revolutionized our industry." — Deborah Gedeon, horticulturist, Botanically Correct, Naples, FL



## SYNGENTA PROFESSIONAL PRODUCTS

HEADQUARTERS:  
Greensboro, NC

### TOP BRANDS:

1. Barricade herbicide
2. Heritage fungicide
3. Banner fungicide

### LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:

Barricade offers low-rate, solid, season-long control of crabgrass, Poa annua and other grassy and broadleaf weeds. It helps gain efficiency without sacrificing efficacy.

**WHAT LCOs ARE SAYING:** "My applicators have a lot faith in Barricade because of the length of control. Barricade is not the cheapest product on the market, but on a per-acre basis, it's well worth the price. I know what works and what doesn't work. Barricade works. You can compare one of my lawns to those of my competitors, and there's a difference. My lawns are weed-free." — *Randy Hahn, Twin Lawn, East Lansing, MI*

## VALENT PROFESSIONAL PRODUCTS

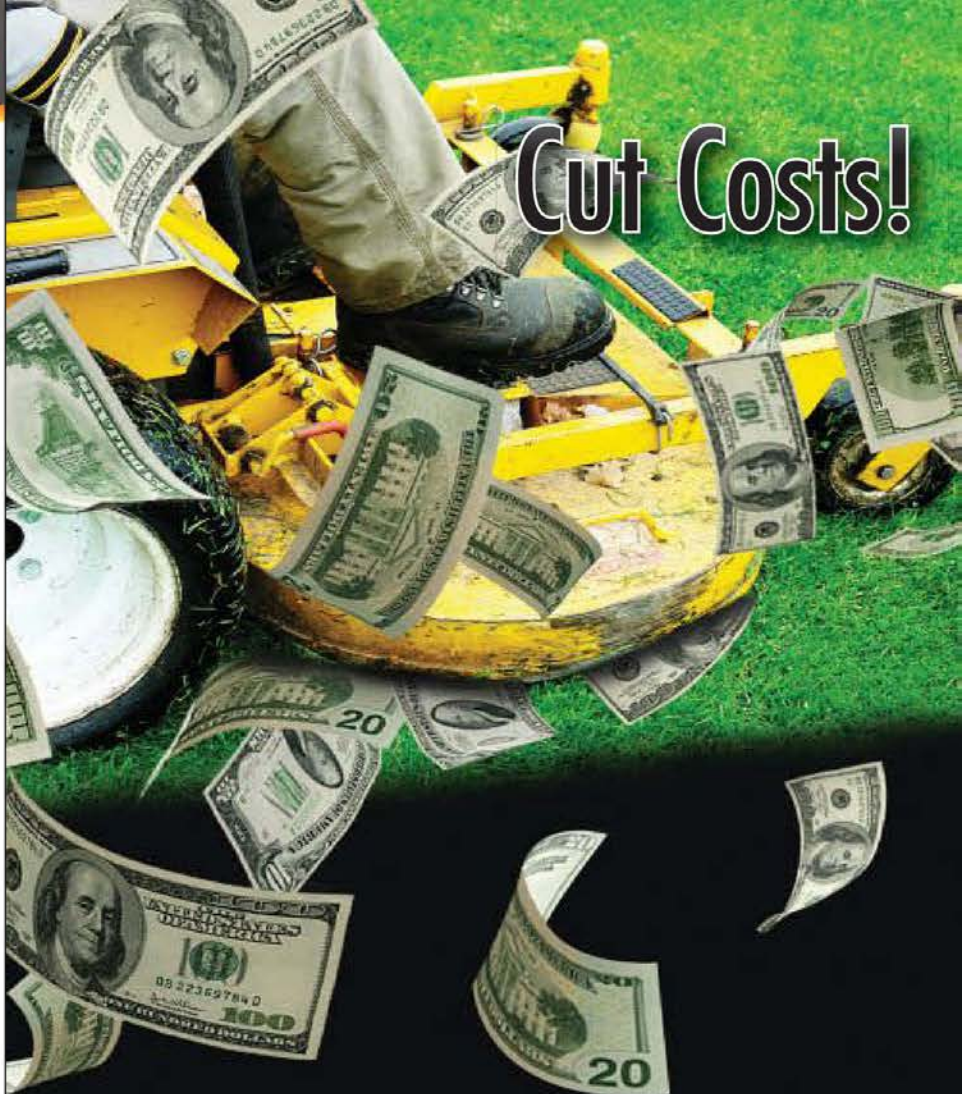
HEADQUARTERS: Walnut Creek, CA

### TOP BRANDS:

1. Safari insecticide
2. Arena insecticide
3. BroadStar herbicide/SureGuard herbicide

### LATEST/GREATEST "MORE WITH LESS" LAWN CARE FORMULATION AND HOW IT WORKS:

SureGuard provides LCOs with long-lasting preemergent control of annual grassy and broadleaf weeds. It's a sprayable formulation with flumioxazin that provides extended residual weed control and enhances the speed of control and knockdown performance of glyphosate — even on glyphosate-resistant weeds. **LMI**



# Cut Costs!

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Steep hills, rocky areas, ditch banks, wet areas, roadsides and medians. All are time consuming to mow and trim – resulting in increased labor costs.

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