

"Our Roll'n Grow lawn mat concept is new but we use the best known bluegrass. We use baron"

Carl Suding, Vice President and General Manager
Roll'n Grow Lawns, T.M. Pleasantville, Iowa

"This new concept, Roll'n Grow, promises a beautiful lawn in just 30 days. That's quite a promise to keep so you've got to start with the best. Let me explain the concept very simply. We take super clean wheat straw, chop it up and add an organic bonding agent to form a mat. Then we add the seed. A large percentage of the seed we use is Kentucky Bluegrass. And that bluegrass is Baron. And for some very good reasons :

"When it comes to quality, Baron can give us quick germination, disease resistance, very good color and winter hardiness. And all of this with only average maintenance. That's important too because sometimes you need a seed that can thrive



on neglect.

"Secondly, we knew Baron would be available when we wanted it. Since Baron is the largest selling proprietary bluegrass in the world, we knew we could

rely on a sufficient supply.

"We're offering a quality product and want only quality grasses in our Roll'n Grow lawn mats. We believe we have" it with Baron.



Lofts Pedigreed Seed, Inc.

Bound Brook, N.J. 08805 / (201) 356-8700

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