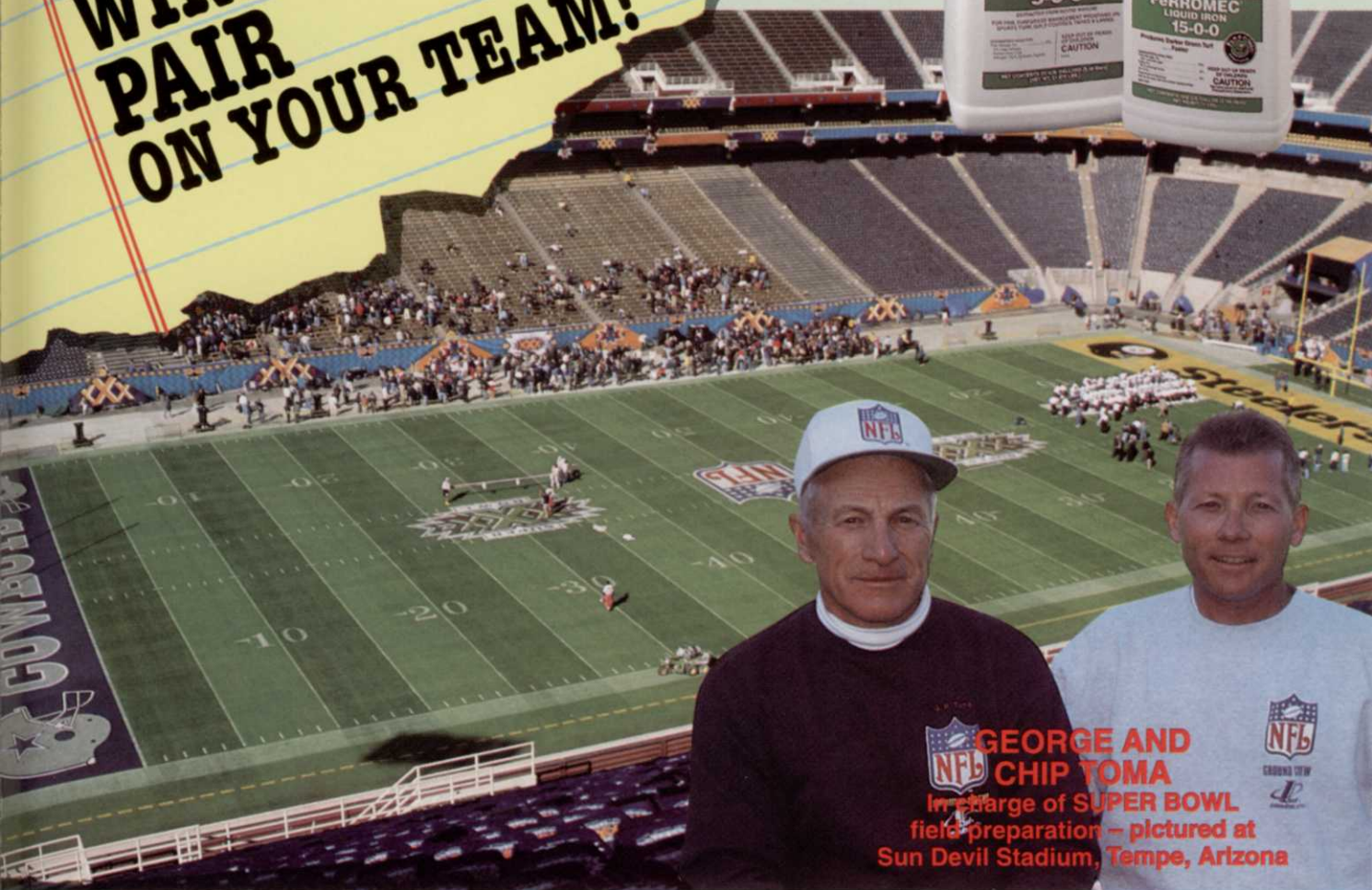


**PUT THIS
WINNING
PAIR
ON YOUR TEAM!**



**GEORGE AND
CHIP TOMA**
In charge of SUPER BOWL
field preparation — pictured at
Sun Devil Stadium, Tempe, Arizona

“FERROMECC and BOV-A-MURA have been key players on my team at every Super Bowl since they were introduced,” says George Toma, the Kansas City sports turf legend.

Called “B-A-M” by the NFL grounds crew, BOV-A-MURA is always the first thing put down on the Super Bowl field. This is true whether the field is sodded over B-A-M-sprayed soil or overseeded with B-A-M used in the pregermination water.

Stronger roots, abundant tillering

“We’ve never found anything that produces deeper, stronger roots, nor such fast, abundant tillering,” explains Toma, who has been responsible for preparing all 30 Super Bowl playing fields.

FerROMECC Liquid Iron has

ALWAYS READ AND FOLLOW LABEL DIRECTIONS.



also been a major player at the Super Bowl, with 3 or more light applications applied during the 4 to 5 weeks that George and his son Chip are in charge of field. “It helps us fine-tune the turf color in just a few hours,” says Chip Toma.

Boosts color, not topgrowth

The Tomas have found that just 2 or 3 ounces per thousand square feet can give the turf color a boost without discoloring the field markings — and without boosting topgrowth.

The Tomas take BOV-A-MURA abroad to help work their magic on more than a dozen other stadium and practice fields used for the Pro Bowl and NFL exhibition games around the world. “We never leave home without it!,” chuckles Chip. “Ditto for FerROMECC Liquid Iron!”