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pond products

hanges in homeowner attitudes have created a flood of opportunity for landscape contractors in recent years. According to a recent study by the U.S. Census Bureau, 15% of homes in America now have a water garden, numbers up onethird in just the last four years. Why the sudden rise in popularity of water features? Several factors come into play.

In the last few years, more Americans are opting to spend their leisure time in their own backyards. Yearning for a sanctuary to relax and unwind, an increasing number of homeowners chose water features to improve quality of life. Money typically spent on family vacations became profit for pond and landscape contractors. According to the National Gardening Association, homeowners spent \$35.2 billion on their yards in 2005, an increase of more than \$15 billion from a decade ago.

In addition to creating a backyard retreat, homeowners are learning that water gardens are an attractive feature, which increases the value of their home. During the current buyer's market that shows no signs of immediate relief, sellers need to differentiate their homes from the rest of the saturated real estate market. Water features are an excellent way to accomplish this.

The good news in all this for landscapers is that water features are nearly guaranteed to sell future work. Once homeowners have a pond installed, they typically realize the rest of the yard is lacking and will often purchase additional landscaping to tie the pond into its surroundings. Not only that, but pond owners find they need a deck or patio with furniture so they can sit by their pond and enjoy the sights and sounds of their beauty. The homeowners' wish list might continue onto other items such as outdoor lighting, gazebos and more. While the trend in outdoor living rooms continues to take backyards by storm, landscapers will profit exponentially by steering their customers in the direction of water gardens.

 Jennifer Zuri, Marketing Communications Manager for Aquascape Inc. continued on page 54



The Toro[®] Dingo[®] compact utility loader helps you do more work in less time.

With more than 35 attachments that can be changed in seconds, manual labor and equipment costs aren't the only things it saves. The light footprint of Toro's wheeled and tracked models minimizes damage to existing landscapes. Call 1-800-DIG-TORO for a demonstration, or visit toro.com/dingo.



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Becker Underwood

Becker Underwood's Admiral Liquid controls the growth of algae and aquatic vegetation in lakes, ponds and other bodies of water while adding a beautiful, naturallooking blue. By restricting sunlight,

Admiral controls the growth of algae and

aquatic vegetation. The natural blue color of Admiral also improves the beauty of the pond, lake or waterway in which it is used. Used as an integral component in a lake and pond management program, Admiral is one of only two products of its kind on the market to receive EPA registration.

For more information contact Becker Underwood at 800/892-2013 or <u>www.beckerunderwood.com</u> / circle no. 254

Bioverse

Bioverse developed three new

products, which reduce the excess nutrients in the water and restore water clarity quickly and naturally. **1.** Rush: an oxidizer designed to achieve quick results and also provide extended coverage through its slow release technology. **2.** Awake: stimulates bacteria in the sludge layer, giving them the enzymes they need to "wake up" and begin consuming excess nutrients, thus reducing sludge. **3.** Vista: provides a jumpstart for assisting aerobic bacteria throughout the water column to improve water clarity.

For more information contact Bioverse at 877/948-0303 or www.bioverse.com / circle no. 255

Replications Unlimited

Replications Unlimited offers a complete line of artificial rocks and rock water features that

allow you to create a natural environment for your pond, pool or spa. The rocks are based on tough polyurethane structural plastic. This allows the system to be lightweight and withstand freeze/thaw climates and is still tough enough to stand and climb on. The rockscapes are molded from real rocks and boulders to produce the ultimate in realism. Other pond products include: waterfalls, streams, cascades, self-contained waterfalls, bubbler rocks and skimmer lids. For more information contact Replications Unlimited at 314/524-2040 or www.replicationsunlimited.com / circle no. 256

EasyPro Pond Products



mechanical seals for long life; built in thermal and overheat protection. Call for a free 148page catalog.

For more information contact EasyPro at 800/448-3873 or <u>www.easypropondprod-</u> ucts.com / circle no. 257

Savio Engineering

Savio Engineering Inc. introduced the newest and smallest member of the Livingponds lineup — Savio's Livingponds Filter 070. Designed to be a mulit-stage biofilter, not just a weir, the '070' is the perfect intermediate-size filter to complement Savio's Skimmerfilter. Ready to keep water clear, while creating a beautiful waterfall, this Livingponds filter comes equipped with two medium density filter pads and Savio's new ceramic media that contains a 10,000 sg. ft. surface area.



Atlantic Fountain Co.

The 3/4 hp Aerating Fountain comes standard with five interchangeable nozzles. The five fountain patterns range from 7 ft. in height to 20 ft. in diameter. With five multiple fountain patterns, you have the freedom to adjust the aerating fountain to fit your pond, weather conditions and tastes.

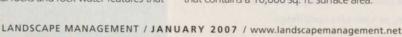
For more information contact Atlantic Fountain Co. at 860/669-1188 or www.atlanticfountains.com / circle no. 259

Firestone Specialty Products

Firestone PondGard EPDM geomembrane is engineered to provide dependable performance in a variety of critical containment applications. Based on EPDM (ethylene propylene diene terpolymer) synthetic rubber, PondGard is a highly flexible, stable waterproofing membrane. Specially formulated to be safe for fish and plant life, PondGard can easily be shaped to fit the unique contours of any size pond or complex landscape feature. PondGard shows outstanding resistance to the harmful effects of ultraviolet radiation (UV), ozone, oxidation and other environmental conditions. It requires little or no regular maintenance once installed.

For more information contact Firestone Specialty Products at 800/428-4442 or visit www.firestonesp.com / circle no. 260

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Specifically designed for landscape professionals, PRO Landscape offers Realistic Photo Imaging, Easy-to-Use CAD and Professional Proposals - all to improve your bottom line. With more than 15 years on the market, it's the most popular professional landscape design software available today. It's simple, it's profitable - and now with 3D, it's power you've never had before.

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"I sold two jobs the first week I owned the program. I'm hooked!" Dustin Leite, Maple Leaf Farms & Nursery

"I've lost track how many times PRO Landscape has paid for itself." Brett Seltz, Tollgate Construction

SELL BETTER

PLAN BETTER

Circle 128

BETTER BID

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Aqua Control Inc.

Aqua Control Inc. (ACI) has the most extensive line of floating water features in the industry. The Select Series of 1/2- to 7-hp display aerators and fountains are available in single and two-stage, both vertical and horizontal configurations and more than 30 spray patterns. The Titan Series provides a wide range of big and beautiful patterns from 7 to 40 hp. In addition, ACI entered the Waterfall Pump market with innovative submersible pump technology up tp 40 hp and 1,500 gpm. ACI also offers Bottom Circulators, Torrent Aerators, Lake Bed Aerators, and ClearAway, an ecologically friendly biological product to improve and maintain water quality.

For more information contact ACI at 800/377-0019 or <u>www.aquacontrol.com</u> / circle no. 261

Novozymes Biologicals

From the producers of Roots products, Lake Relief is a lake and pond clarifier designed to improve water clarity, reduce



odors and restore natural balance to the ecosystem. Lake Relief is packaged in convenient 1-lb. soluble packets and is effective in a broad water pH range (5.5 to 8.5). The natural strains quickly populate the target area to improve water quality and when used in accordance with label directions and precautions, is not harmful to humans, fish, wildlife or beneficial aquatic organisms. Maximum efficacy is achieved when water temperature exceeds 50 degrees Fahrenheit.

For more information contact Roots Plant Care Group at 800/342-6173 or www.rootsinc.com / circle no. 262

International Pond Supply

International Pond Supply (IPS) is one of the leading water gardening and pond distribu-

tors in North America. IPS recently enhanced its Web site, offering Landscape Professionals 24 hour-a-day, 7 day-aweek instant access to statements, bills, invoices, and transactions. Regardless if your order was placed online, over the phone.



or in-house, you can view it all – and conduct your business — anytime day or night. For more information contact IPS at 888/646-5474 or www.pondsource.com / circle no. 263

DROTECH

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> Wright's latest example of engineering excellence, the Mid-Mount Z is a compact, lightweight mower with the stability of machines twice it's size. Innovative belt drive arrangements put the hydro pumps, engines, and seat lower than other mid-mount Z's, creating a lower center of gravity and increased stability.

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Power, performance, and a little excitement. That's the Wright way to mow.

Up to 30016s less and 3" shorter than the industry average. Innovative belt drive arrangements make the center of gravity lower than other mid mount Z's.

TO LEARN MORE ABOUT THE WRIGHT ADVANTAGE CONTACT US AT (301) 360-9810.

Circle 130



THE WRIGHT WAY TO MOW.



For more information, call 1.301.360.9810 or find our dealer locator at www.wrightmfg.com.

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WaterMark by Little Giant

WaterMark UV lights promote clean, clear water for a healthier aquatic environment. Ultraviolet light waves filter water by destroying harmful bacteria, disease-causing and other contaminates. Easy to install, these innovative light-driven filtration systems also have a safety feature to prevent UV-C radiation exposure. This solution delivers efficient,

pathogens

The sleek look of metal edging with the advantages of PVC!

⇒ EdgePro Ultra[™] provides a high-end, finished look at a competitive price.
⇒ Anchoring options allow EdgePro Ultra[™] to be installed in traditional planting beds or adjacent to sidewalks and patios. ⇒ PVC is durable and will not rust, crack, rot, or deteriorate due to weather exposure. ⇒ Connecting pieces of EdgePro Ultra[™] is easy, with customdesigned connectors that don't require unsightly overlapping or nesting of pieces.

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For more information contact Watermark at 405/947-2511 or <u>www.watermarksolu-</u> tions.ws / circle no. 264

BioSafe Systems

BioSafe Systems introduced a liquid version of its line of copper-alternative algaecides. GreenClean Liquid Algaecide/Bactericide is an activated liquid concentrate labeled to control both filamentous and planktonic algae in ponds, lakes, fish hatcheries, canals, reservoirs, storage tanks and irrigation ponds. GreenClean Liquid goes into solution immediately upon application and does not use any heavy metals or substances not approved for food consumption. GreenClean Liquid works immediately upon contact with algae and biodegrades releasing active oxygen into the water column once the algae has been killed. GreenClean Liquid is considered a reduced risk pesticide and has been registered through the US EPA's biopesticide division.

For more information contact BioSafe Systems at 888/273-3088 or www.biosafesystems.com / circle no. 265

Aquamaster

AquaAir Diffused Air Aeration Systems provide any aquatic environment superior aeration, circulation and de-stratification, without disturbing



the natural, aquatic landscape. State-of-theart cylindrical stainless steel housing creates a chimney effect, assisting compressors to operate at cooler temperatures. Sizes ranging from 1/3-1HP, 120 & 220 volts, support one to six self-cleaning diffusers, three types available. These diffusers employ a super fine micro-bubble technology, resulting in outstanding oxygen transfer rates. AquaMaster also offers optional slatted surround covers in five colors, to blend into the environment. **For more information contact Aquamaster at 800/693-3144 or www.aquamasterfountains.com / circle no. 266**

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ONE MEASURE OF SUCCESS: WINNING AWARDS FOR HARD WORK.

LANDSCAPE MANAGEMENT WON 12 AWARDS RECENTLY.

ASSOCIATION OF BUSINESS PRESS EDITORS AWARDS

- Stephanie Ricca, 2006 Young Leader Scholarship award winner
- 2006 Business Planner, regional award, special section
- *Dialogue and democracy," Lynne Brakeman, national gold award, original Web commentary
- " "Sell smart, not slick," Carrie Parkhill, regional gold award, front cover illustration

TURF & ORNAMENTAL COMMUNICATORS ASSOCIATION AWARDS

- 2006 Business Planner, first place, special projects
- "It's not baseball. It's base ball," Ron Hall, first place, online original content
- "A tale of two domes," Lynne Brakeman, merit, online original content.
- "10 things you must know about your competition," Carrie Parkhill, merit, design
- AthleticTurf.net, merit, e-newsletter design

OHIO EXCELLENCE IN JOURNALISM AWARDS

- . "On the Record," Ron Hall, first place, columns
- "St. Louis' winning season," Stephanie Ricca, second place, features-general
- · "From the Shop," Harry Smith, second place, columns



A QUESTEX PUBLICATION



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Writing for Sp

"Business Plan Landscape Manag Questex Media



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Watersaver Co.

Watersaver Co. Inc. has sold and installed pond liners for all aquascape applications since 1953. PVC, EPDM and polypropylene liners are all available in custom-sized panels



Purchase a Husqvarna commercial Zero Turn mower before March 31, 2007, and you'll drive away with one of the easiest bargains on the market. Plus, take advantage of 0% financing for 12 months AND get a **FREE** Deluxe Suspension Seat upgrade on select Zero Turn mowers.

As a big plus, all Husqvarna commercial Zero Turn mowers with our exclusive TunnelRam[™] deck are backed by an industry-leading, 5-year limited commercial warranty.



* Must request offer at time of purchase. Applies to new purchases of \$2500 or more on a Husqvarna credit card before March 31. No finance charges will be assessed on the promotional purchase as long as the promo purchase amount is paid in full before 12-month term ends. Variable APR is 22.80%. Minimum finance charge is \$1.00. Existing cardholders should see their credit card agreement for standard terms. Offer is available at participating dealers and subject to credit approval by GE Money Bank.

** 5-year limited commercial warranty. See retailer for details.

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to help minimize field work and waste. For more information contact Watersaver Co. at 800/525-2424 or <u>www.watersaver.com</u> / circle no. 267



Aquascape Inc.

The new, versatile color match program of the PRO-Fit System allows contractors the chance to choose between all three AquascapePRO product lines – the Signature Series, Classic and PondSweep – in order to create the perfect PRO-Fit System for their project. Pick a liner and underlayment size, choose a biofilter and grab a skimmer that suits your needs, creating the perfect system to match your specific project. Whether it's a small Pondless Waterfall or a large pond, the PRO-Fit system can be customized to fit your customer's vision.

For more information contact Aquascape Inc. at 630/659-2097 or <u>www.aquas-</u> <u>capedesigns.com</u> / circle no. 268

Haddonstone

Inspired by Romanesque architecture, this doubletiered, freestanding fountain features leaf moldings on the fountain bowls with slender columns acting as supports. The fountain is self-circulating and does not require a constant supply of fresh water. The fountain is 60 in. high



and 37 in. wide at its widest point. For more information contact Haddonstone at 856/ 931-7011 or <u>www.haddonstone.com</u> / circle no. 269

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