



View an interactive demo at www.rainbird.com/WR2



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AGROTAIN INTERNATIONAL

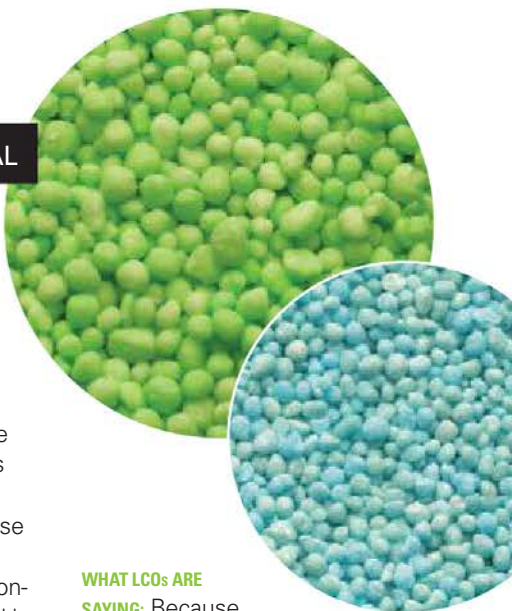
HEADQUARTERS: St. Louis

TOP BRANDS:

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

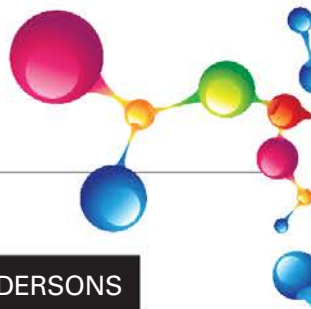
LATEST/GREATEST "MORE WITH LESS" LAWN

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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more profiles, page 23

“In **this** neighborhood,
PERFECTION
is the only acceptable
RESULT.

That’s why I use
4-Speed™ XT.”

Eric Larson, Green Systems Turf Management
Site: Astor’s Mansion
Newport, Rhode Island

With contracts for many of the world’s most famous mansions, Eric Larson faces customer expectations that are as high as the real estate prices. So when ground ivy, clover and other tough weeds started showing up, he turned to 4-Speed XT. Its combination of four active ingredients makes weeds ‘Deader. Faster.’ For more on 4-Speed herbicide brands, and more of Eric Larson’s story, go to www.nufarm.com/us.

Better Choices. Better Business.

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www.nufarm.com/us

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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



4-Speed™ XT Saves Contracts

APPLICATION RATE:

1.3 oz/1,000 sf of 4-Speed XT plus spreader-sticker (1 oz/gallon finished spray)

APPLICATION EQUIPMENT:

LT Rich Z-Sprayer, 1/3 gal spray tips

TIMING:

July 13, 2009

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."

4-SPEED™ XT

**Better Choices.
Better Business.**



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Product ID	Replaces O.E.M. #'s	Length	Center Hole	Width	Thickness	Price Each	Price 12+	Quantity/Fits
SC21 	<ul style="list-style-type: none"> •48111 •482879 •481708 	21"	5/8"	2 1/2"	.204	9.60	9.00	(3) Blades for a 61" Cut. All blades Sold Individually


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Product ID	Replaces O.E.M. #'s	Length	Center Hole	Width	Thickness	Price 10+	Price 50+	Price 200+	Quantity/Fits
EBU8 	<ul style="list-style-type: none"> •840084 •216062 •4133-713-4101 •720-237-001 •613223 	7 11/16"	1"	2"	.125	1.85	1.60	1.35	Fits Maruyama, Ryobi, Green Machine, Echo, Shindaiwa, and Stihl. Long lasting heat treated.


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Product ID	Replaces O.E.M. #'s	Thread	O.D.	Height	Micron	Price Each	Price 12+	Price 36+	Quantity/Fits
KA71 	<ul style="list-style-type: none"> •49065-2078 •49065-2062 •49065-2071 •49065-2057 And Others	3/4" 16	2 11/16"	2 7/8"	25	5.60	4.35	3.35	Oil Filter fits Gravely, John Deere, Kawasaki, Onan, Snapper, Tecumseh, Toro, and Woods.

Trimmer Line FREE* shipping on Orders of \$250 or more *excludes oil and blade grinders

Product ID	Line Size/Diameter	Roll Size	Approx ft/roll	Color	Price Each	Price 3+	Price 12+	Description
TL5095 	.095	5 Lb	1400	Red	39.99	37.99	33.99	Premium Co-Polymer Trimer Line. Prevents 'fraying and welding'. Made in the USA. Round, Diamond and Inner Core line available at mowmore.com

Air Filters Call 1-800-866-9667 for your copy of our 130 Page 2010 Master Catalog

Product ID	Replaces O.E.M. #'s	Length	Width	Height	Inner Filter	Price Each	Price 10+	Description
KO9583 	<ul style="list-style-type: none"> •25-083-01 •11013-7020 •841497 •103-1327 And Others	4"	2 13/32"	10 1/2"	Required Sold Separately	14.50	12.99	Canister style Filter fits Kohler Kawasaki, Gravely, Briggs & Stratton, Exmark, Fleetgard, Generac, Hustler, Toro

1-800-866-9667 Order online www.mowmore.com

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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

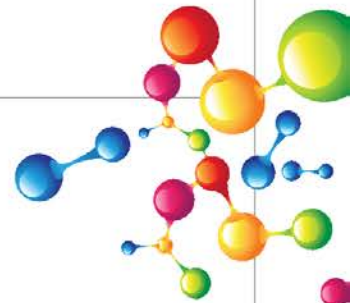
TOP BRANDS:

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
Fon du Lac, WI



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Dow AgroSciences

Dimension[®]

Specialty Herbicide



GOLF



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ORNAMENTAL



THE HOTTEST SHOW ON THE WEED CONTROL ROAD JUST GOT EVEN LOUDER.

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PROVEN SOLUTIONS



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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

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WHAT DO LEAF-FEEDING CATERpillARS THINK ABOUT
PROVAUNT®? GOOD LUCK FINDING ONE TO ASK.

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DuPont™ Provaunt®. Advanced chemistry. Outstanding performance.



DuPont Professional Products



The miracles of science™

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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

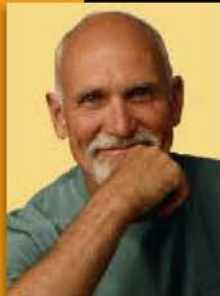
provides virtually everything LCOs need in herbicides, insecticides and fungicides, as well as turf growth regulators.

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 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