

When you compare fertilizers, you'll see there's no comparison.

To clearly illustrate the cost-savings and other advantages of *Spread it & Forget it*[™], an easy-to-use interactive savings calculator was created to walk you through some impressive numbers. Check out this user-friendly tool online at SpreaditandForgetit.com, and discover the potential savings for yourself.

Typical FOUR Application Program = \$120.00

(Estimates based on: 10,000 square foot lawn fertilized with a 30-0-7 blend with 50% slow release at 4 lbs. total N per 1,000 sq./ft. per year. Price per bag: \$15.00. Labor/overhead costs: \$2.00 per 1,000 or \$20.00 per lawn)



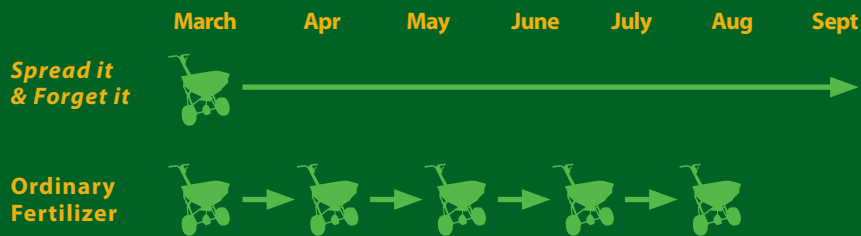
ONE Application of *Spread it & Forget it* = \$85.00

(Estimates based on: 10,000 square foot lawn fertilized with a 35-0-5 *Spread it & Forget it* blend with 95% DURATION at 2.5 lbs. total N per 1,000 sq./ft. per year. Price per bag: \$45.00. Labor/overhead costs: \$2.00 per 1,000 or \$20.00 per lawn)

TOTAL SAVINGS = \$35.00 (per 10,000 sq. ft. lawn)

Let's say you treat 500 lawns per year, that translates into \$17,500 in savings! Now that's a fertilizer you can apply to your bottom line.

SPREAD FERTILIZER ONCE, NOT FOUR TO SIX TIMES.



Sales and marketing support.

To help you sell a *Spread it & Forget it* program to your customers, marketing materials that promote the agronomic and environmental benefits of this technology will be available. These materials can be co-branded with your company information and will include direct mailers, yard signs, brochures, sales presentations, and even online training modules.

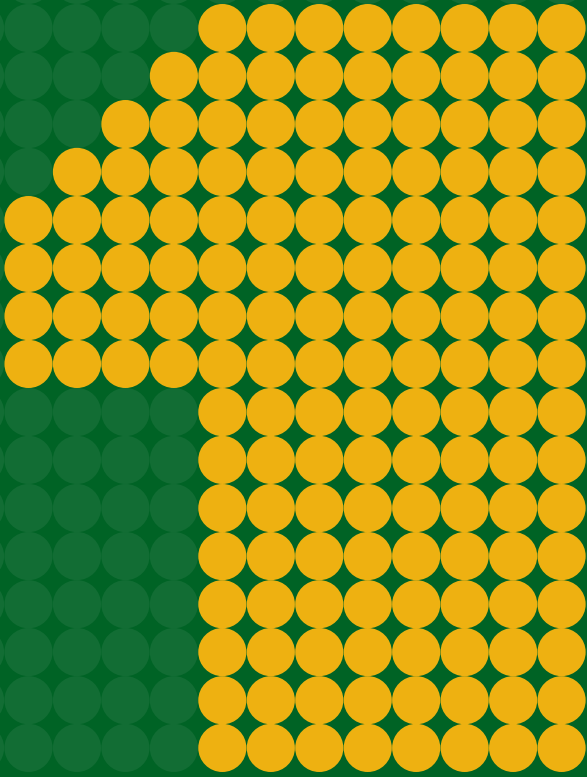
Spread it & Forget it with DURATION CR saves, time, money and the environment:

- Make only a single application for green, healthy turf all season
- Available with or without pre-emergent crabgrass herbicides
- Save time, money and fuel by eliminating trips
- Spend less on fertilizer during the year
- Reduce your total annual nitrogen by up to 40%
- Lower the risks of nitrogen leaching
- Minimize problems from surge growth
- Add hours to your week by fertilizing less often
- Give yourself a competitive edge
- Increase your savings and profits!

For more details, ask your fertilizer distributor about *Spread it & Forget it* DRIVEN BY DURATION CR. Or contact us directly at 888.757.0072 or at SpreaditandForgetit.com.

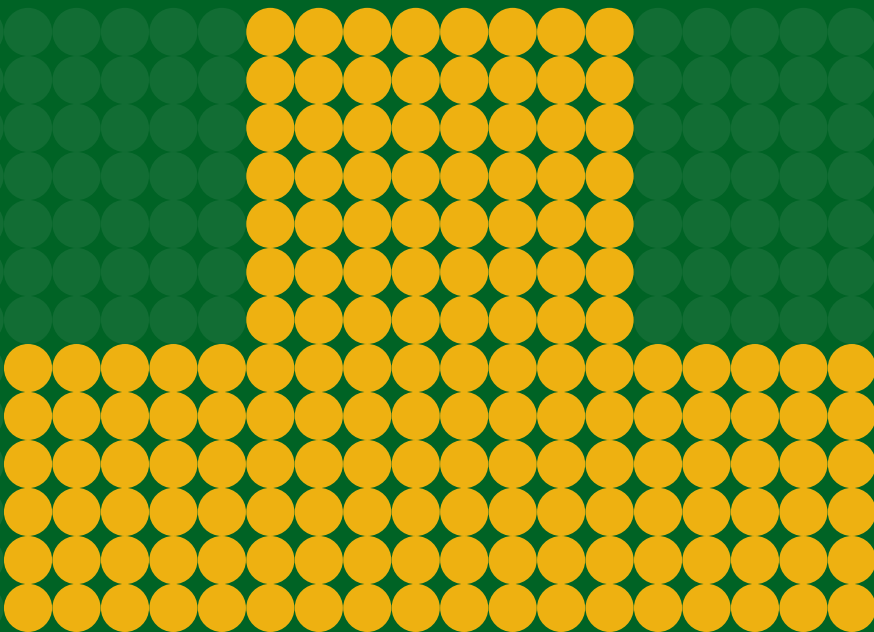


Because *Spread it & Forget it* is committed to protecting and preserving our environment, the products all support The Fertilizer Institute 4R system, a new science-based approach to best fertilizer management practices. The 4R system calls for the Right Product, Right Rate, Right Time, and Right Place.



SPREAD IT  **FORGET IT™**
for greener turf all season long

Only ONE APPLICATION is needed.



Get great looking turf all season long from just ONE fertilizer application.

Now smart turf professionals have an easy, convenient way to save time and money when you fertilize: *Spread it & Forget it*, one-application granular fertilizer.

Spread it & Forget it is a new, advanced, high-efficiency fertilizer that is DRIVEN BY DURATION CR™ Controlled-Release Fertilizer. It is formulated to effectively feed lawns or professional turf for six months or more. In many parts of the country, that means you get a full growing season's worth of green, healthy turf with just one application!

Do more with less. Add up the benefits of a single, long-lasting fertilizer application.

Less labor ••• Make one fertilizer application a season instead of four, five or six—and save money on the labor associated with multiple trips. Even if you don't eliminate trips, you'll save the time and labor costs specifically associated with spreading fertilizer and cleaning up hardscapes.

Less nitrogen ••• Use up to 40% less total nitrogen per year. Just two to three pounds of nitrogen per 1,000 square feet is all you need to keep turf lush, green, and healthy for six months or more.

Less clippings ••• Avoid growth flushes from the sudden release of nitrogen typical of ordinary fertilizers. Use less fuel and save money on mowing costs and clipping disposal.

More satisfied customers ••• Whether your customer is a demanding homeowner, a commercial client, or the local soccer league, rest assured you'll get compliments about the great-looking turf.

More environmentally friendly ••• The advanced generation, polymer coating gradually meters nutrients directly to the turf which minimizes potential losses to the environment, atmosphere or groundwater.

"With one application, *Spread it & Forget it* provided sustained and consistent green color without surge growth for the entire season. Our customers were so happy with the color that we didn't receive callbacks, which eliminated repeat visits."

Lawn Care Company President
Hillsborough, NJ

"I haven't had to fertilize again since I spread it in the spring and the yard is still as green in December as it was in May—the color has not changed one bit. With just one application, instead of the normal six, *Spread it & Forget it* really saves on labor. I'm amazed at how long *Spread it & Forget it* lasts."

Lawn Care Company General Manager
St. Louis, Missouri

SPORTS Turf

RESIDENTIAL Turf

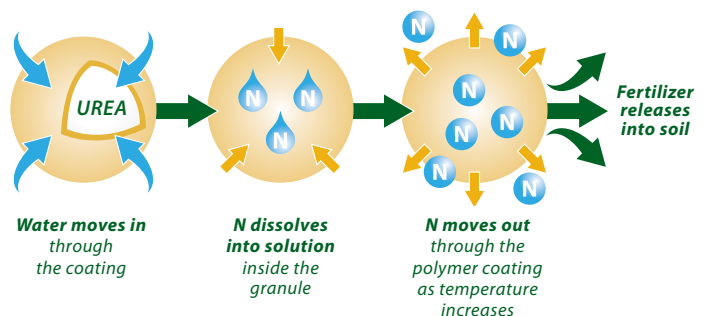
How it works.

The key to the steady nutrient release of *Spread it & Forget it* is an innovative micro-thin polymer coating on the DURATION CR Controlled-Release Fertilizer granules. Water passes through this polymer membrane and dissolves the nutrients inside. When activated by temperature, the dissolved nutrients pass through the membrane straight to the root zone, all at a controlled, predictable rate. That steady, long-lasting release enables one application of *Spread it & Forget it* to continually and consistently meet turf's nutrient demands for six months or longer.

Because the nutrient release depends on temperature, it isn't affected by rainfall or irrigation. There's no need to worry about growth flushes or nitrogen runoff from excessive moisture. The membrane coating is also very durable, so the granules stand up to rough handling.

Temperature-Controlled Diffusion

N = nitrogen



What's in it for my customers?

Your customers get beautiful, green turf, without the typical peaks and valleys of growth associated with standard fertilizer programs. Plus they will have fewer unsightly clippings to deal with, which is great news when it comes to mowing, no matter who handles it, you or your customer. You'll find that most customers will appreciate the environmental benefits of applying less nitrogen by using this unique new technology. As you know, multiple applications have a higher risk of excess nitrogen leaching into the environment. Controlled-release *Spread it & Forget it* one-application fertilizer releases nutrients so efficiently, you will effectively deliver more fertilizer directly to the turf roots with less threat of nitrogen runoff and groundwater contamination.

It's common for your customers to see you fertilize four to six times a year. However, many customers are willing to pre-pay for an annual service and are interested in using new technologies that will help protect the environment. As long as your customers get beautiful, green, healthy turf, they will be happy.

Lawn Care Professionals who have used it think you should, too.

In independent testing, *Spread it & Forget it* one-application fertilizer consistently works as promised. In real-world situations, over 100 turf professionals across the country trialed the product. Participants included commercial and residential lawn care contractors, sports turf and institutional turf professionals, and other turf managers.

The results of that 2009 trial program were overwhelmingly positive. After trying *Spread it & Forget it*, almost every turf professional said he would be very interested in using it again.

The test group rated it strongly for promoting healthy, green turf while saving on labor and fuel costs associated with multiple trips. Even more impressively, **95% of them said they would recommend *Spread it & Forget it* to a friend or colleague.**

COMMERCIAL TURF

"With just one application in the spring, the turf still looks beautiful after all these months. Plus, using just one application is better for the environment. *Spread it & Forget it* has blown me away; it's the gift that keeps on giving. I'll use it for all of my customers."

Landscape Company Owner
Mechanicsville, VA

"*Spread it & Forget it* is a one-time deal that lasts. The turf stays green longer. For athletic fields that aren't in season until spring, you can put nutrients on prior to the playing season and not have to worry about it."

Athletic Field/Lawn Care Company General Manger
Pasadena, MD

INSTITUTIONAL Turf

What's in the bag?

When you see the *Spread it & Forget it* brand, you'll know it is the highest quality. Only top blenders and distributors have been selected to produce and deliver these products. Each *Spread it & Forget it* blend is built using several DURATION CR® technologies along with small amounts of ammonium sulfate and potash to ensure balanced, smooth nutrient delivery throughout the growing season. Special formulas have been developed specifically for northern and southern climates.



PARKS & REC



Don't forget the crabgrass control.

We know fertilizer is just a small part of what you do. That's why we've developed *Spread it & Forget it* blends with popular pre-emergent herbicides like proflam and dithiopyr. That makes your job even easier and more efficient, adding to your savings of time, labor, and product costs.



Green with envy?

Get these same results on your turf. Talk to your fertilizer distributor today about *Spread it & Forget it* and find the blend that is best for you.

For more information, visit
SpreaditandForgetit.com.

Apply *Spread it & Forget it* ONCE for green, healthy turf ALL SEASON LONG.