



GREEN-PREFERRED SOLUTIONS FOR LAWN CARE OPERATORS

Vivid Life Sciences, LLC has developed low-impact turf and ornamental products geared to help LCOs.

VIVID LIFE SCIENCES IS ON A mission to change the turf and ornamental products industry.

“All of our products either perform just as well, or if not better, than traditional chemistry,” says Eric Gerhartz, turf and ornamentals sales.

LCOs seeking to differentiate themselves from the competition on a local level, or to charge a premium for green services will find the Vivid line most beneficial to their bottom line, says Josh Krenz, the company’s CEO who founded the Minneapolis-based company in 2015.

“Josh and I really connected over the idea that turf and ornamental products should be low impact. Every product that we’re releasing is either bio-preferred or organic,” Gerhartz says.

THE RIGHT PRODUCTS

Vivid has a portfolio of products that not only make your customers’ lawns look great, but also have interesting back stories. Agrifos® PLUS is an EPA registered herbicide and already a familiar name in the golf course turf industry.

“Agrifos® branded products have

been available in the U.S. since 2001,” Krenz says. “We received the rights to them three years ago, and we just launched Agrifos® PLUS, the newest version of Agrifos®. It’s the most concentrated phosphite in the U.S.”

Prizefighter™ is a low impact herbicide that serves as a glyphosate replacement in many cases. It’s made from recycled product from the meat industry’s rendering process.

Lastly, LifeForce™ is the company’s fertilizer line. Two of the products (LifeForce™ 3-2-2 and LifeForce™ 1-1-1) are derived from grocery store food waste, leftover or unused produce.

“This actually goes through a cold production process where we don’t lose any of the nutrients, vitamins, or minerals that are in the plants as they were in the grocery store,” he says. “Whereas in composting, you burn up and lose some of those nutrients and you won’t get them back.”

A third product within the LifeForce™ line is LifeForce™ Roots, which is an EPA registered product and is derived from the shells of King crabs, Krenz says.

“There’s a lot of products that can



be organic certified, and they come from let’s say, some nasty stuff that you would never put on your yard anyway,” he says. “We take it a step further to make sure that everything that we’re using also comes from a recycled or sustainable source of some type of raw material.”

ECO-FRIENDLY CONSUMER

Use of low impact products is a way for LCOs to differentiate on a local level and to increase sustainability in their practices.

“It’s really about the customers you serve and their own personal mantra and wanting to use more low impact, more organic, more sustainable products,” Krenz says.

“It’s for this other crowd of people that have customers that actually care. It’s for lawn care operators that want to differentiate themselves for making a difference.”

From a commercial perspective, use of a product line like Vivid Life Sciences, goes hand-in-hand with commercial customers who are already environmentally conscious – for example those who manage LEED-certified buildings.

“They could take it one step further and also look at their environmental impact when it comes to their footprint in their parking lot, in their hardscapes, all of their green spaces around that area,” Krenz says.

DISPELLING MISCONCEPTIONS

In the past, many organic products were looked at by LCOs as simply a concoction of natural ingredients – such as rosemary or clove oil, Gerhartz says. EPA registration adds credibility to a product – and offers a seal of approval that the product works.

“When the EPA registers a product, you have to put in a data package, which is

performance data, toxicology studies. It’s a complex process,” he says. “But that means also that the EPA has reviewed it, they’ve approved your product, and therefore they know that what claims you’re making are true.” Those claims are backed up by studies and trial data, Gerhartz says.

“There’s a lot of products out there that would compete against ours but they don’t actually have to show advocacy data. So, that’s a differentiator in those,” he says. The company performs the same checks and balances on all of their products. Currently, two of their products are EPA registered: Agri-Fos PLUS™ and Prizefighter™.

COST DIFFERENCE

Contrary to what some may think, environmentally friendly products are not always more expensive to purchase. However, they can be marked up at a premium service to the customer, Krenz says.

Offering an environmentally friendly line can also be used as a marketing tactic to increase customer base. Some applications, such as around schools and government-owned buildings, cannot contain products such as glyphosate, he says. Environmentally friendly products are also not as expensive as many believe. Costs have come down tremendously in the past 10 to 15 years, he says.

“In the past, they’ve been paying 40 and 50 percent premiums to use organic and low-impact products,” Gerhartz says. “We’ve really reduced that 40 or 50 percent down to 10 percent or less.”

SAFER APPLICATION

While any product needs to be applied according to label specifications, bio-

preferred products inherently display less risk to the applicator.

“We’re not only reducing working with the environmental impact, but it’s also working with the safety of the applicator, the safety of the kids that are around,” Gerhartz says. “Prizefighter™ dries within an hour, it’s non-toxic, it’s just fatty acids. It can kill all the weeds in a driveway, in sidewalks, anything you want to kill weeds on. In addition, the LifeForce™ brand products provide a safe and sustainable portfolio of fertilizer solutions that are safe for children, pets and the environment.”

CONTINUAL INNOVATION

Vivid Life Sciences recently launched a consumer-facing website (<http://lifeforce.organic/>), allowing LCOs to introduce the product line to their customers. The website contains information about the product line and allows customers to order the product directly for their own application.

“It helps lawn care operators gain more credibility with that homeowner or commercial business owner,” Krenz says.

Plans are already underway at Vivid Life Sciences to launch a line of insecticides and other turf amendments in the coming year.

“We are constantly finding technology that is cleaner and greener, and we’re going to be constantly adding new products to the line to fill the needs of our customers,” Gerhartz says. “We won’t release a product unless we can say, this works better than or as good as a synthetic product.” Vivid Life Sciences products are available in the lower 48 states through various distributors nationwide. Learn more at vividlifesci.expert.



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