

ENHANCED EFFICIENCY FERTILIZERS:

How reliable, high-quality nutrition can produce extraordinary results for lawn care businesses and their customers

TODAY, LAWN CARE PROFESSIONALS are facing more challenges than ever before. It's not easy to grow a business when competition is tough, good employees are hard to find, expenses are increasing and environmental concerns are building. Every investment, large or small, has an impact on the cost of doing business, and, in turn, profitability.

That's why it's important for lawn care professionals to do their homework before choosing and purchasing a fertilizer. While purchasing a cheaper product may initially seem like a good way to keep expenses down, it can end up costing more in the long run.

"The least expensive option is rarely the best choice," says Andy Drohen, senior regional sales manager for Koch Turf & Ornamental (Koch). "In fact, purchasing cheap fertilizer can actually result in higher costs and additional labor later on. You end up getting what you pay for."

Koch produces enhanced efficiency fertilizers (EEFs) that are designed to help lawn care businesses optimize plant and turfgrass

performance with fewer resources. Fertilizer blends that include higher percentages of these nitrogen-rich EEFs offer more high-quality nutrition. Conversely, low-cost fertilizers typically contain less nitrogen (N) and more filler – often limestone – which has little to no nutritional value.

"When you add all the facts up, a fertilizer's cost per bag doesn't represent its true value," Drohen says. "Higher-quality blends with higher percentages of EEFs may cost more per bag, but they deliver better value for the dollar. And, because turf is getting nutrients over longer periods of time, these blends can also lead to greater customer satisfaction and improved word of mouth."

DIFFERENT TECHNOLOGIES FOR DIFFERENT NEEDS

Each Koch EEF technology has its own unique characteristics and valued advantages. By working with their distributors to develop fertilizer programs that incorporate these advanced technologies, lawn care professionals can

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optimize nutrient delivery, improve N uptake and reduce potential losses to the environment through leaching, denitrification, runoff and volatilization.

DURATION CR® controlled-release fertilizer. Koch's DURATION CR fertilizer relies on a patented and durable polymer-coated technology to gradually and efficiently release nutrients. The result is consistent nutrition delivery that lasts for weeks, or even months, with fewer applications. This consistency helps to take the worry out of maintaining healthy turfgrass and plants for lawn and landscape professionals.

POLYON® controlled-release fertilizer. Easily recognized by its trademarked green color, POLYON is backed by years of research and decades of top performance. POLYON's "Reactive Layers

Coating" technology provides nutrients via diffusion, regulated by soil temperature and coating thickness. The thickness of POLYON's coating determines its longevity, from eight to 52 weeks.

XCU® slow-release fertilizer. Koch's XCU slow-release fertilizer provides gradual, steady nutritional uptake for up to 10 weeks of plant response. XCU has the highest N content (43%) and lowest sulfur content (4%) of any polymer-coated sulfur-coated urea on the market. That means it's possible to cover more area with less fertilizer. Furthermore, turfgrass and plants take up and use more of the applied N over time.

UFLEXX® stabilized nitrogen fertilizer. The urease and nitrification inhibitors in UFLEXX reduce all three forms of N loss – leaching, denitrification and volatilization. As a result, N can move directly into

plant root zones for immediate green-up and stay there for up to eight weeks. Its dual-inhibitor technology adapts easily to existing spray or spread programs.

After trying Koch's EEFs, the difference is clear. They're not like ordinary fertilizers. EEFs give turf the nutrients it needs more reliably, promoting turfgrass health and minimizing the feast/famine cycle; healthy turfgrass is more tolerant to weeds, diseases, insects, traffic and other stress factors. These fertilizers can help provide residential and commercial lawn care customers with thicker, healthier, more attractive turf that will keep them coming back, year after year.

DO YOUR RESEARCH, BREAK THE CYCLE

While beautiful, healthy turf and happy customers are certainly important, the benefits of EEFs don't stop there. Koch's EEFs help lawn care businesses accomplish more with less, giving them an advantage over their competition.

Using a fertilizer blend with a higher percentage of EEF makes it possible to cover more area with fewer bags, resulting in less money spent on fuel, freight and labor. Instead of spending their time spreading fertilizer, employees can work on other income-producing tasks and provide greater value.

"Buying and applying fertilizer may be one of the simplest, most straightforward tasks that lawn and landscape business owners face," Drohen adds. "Yet, many are still trapped in the cycle of always purchasing and applying the same formulations year after year when alternatives may exist that are better for their customers and their businesses."

"My advice is to investigate the new products that are out there, learn their pros and cons, then determine whether it's time to make a switch. Using a more efficient, reliable and effective fertilizer could potentially make a big difference, both now and in the future."

The bottom line? Doing your research and purchasing the best fertilizer for your customers' lawns can have a real, positive impact on your profitability. Ask your distributor about Koch's EEFs and discover the difference for yourself. To learn more, visit kochturf.com/witblco/.