

Q&A  
WITH THE  
EXPERTQ&A WITH  
**AARON HATHAWAY**

Technical Services Manager, Turf &amp; Ornamental, Nufarm

**1** How does your product save time?

A mixture of Cheetah® Pro + SureGuard SC® can be applied as directed sprays around desirable plants in landscape beds and can be broadcast-applied in areas where bare ground is desired. This combination saves time for applicators looking to control weeds that are already present and control weeds that are waiting in the soil as seed. One application provides control now and can provide months of control later.

**2** How does your product save labor?

Cheetah Pro + SureGuard SC provides synergistic control, which means the combination works better than the addition of each one applied on their own. Cheetah Pro is a non-selective, post-emergence herbicide controlling grasses, broadleaves, and sedges and SureGuard SC, although its main function is residual weed control, also helps out with control of weeds that are present at application. These herbicides team up with two different modes of action to knock out weeds that have already emerged and SureGuard SC remains as a barrier in the soil to guard against later intruders. This increase in efficacy improves customer satisfaction and prevents callbacks.

**3** How does your product save materials or fuel?

One application of Cheetah Pro + SureGuard SC can provide knockdown and residual control of weeds for more

## SAVE LABOR WITH FASTER, LONGER WEED CONTROL



UNTREATED



CHEETAH® PRO + SUREGUARD® SC

24 DAT | Treated May 21, 2019 | Dr. Aaron Hathaway

than four months. Return trips to control reemerged and/or newly germinated weeds in bare ground areas and landscape beds not only increase costs for materials but also fuel and labor. It is a great advantage to allow herbicides with residual to do so much of the work for you even after you leave the site.

**4** How do your products help generate additional revenue for landscape and lawn care companies?

Having a plan of attack for weed control versus reacting to weed encroachment is paramount. A great program for weed control in landscape beds/bare ground areas is a spring-timed and a fall-timed application of Cheetah Pro + SureGuard SC - these timings address summer and winter annual weeds that show up like clockwork with POST and PRE control. Applying this combination at the shoulders of the season can provide season-long control of weeds and free-up time to

cover other sites and/or sell more services. A sound plan for weed control helps applicators keep customers from year to year because weeds will rarely be seen.

**5** In what other ways do your products make landscape and lawn care companies profitable?

Cheetah Pro + SureGuard SC provides fast control of weeds - injury is prominent within two or three days and the weeds are burned down soon after. As expectations from customers increase, Cheetah Pro + SureGuard SC doesn't take its time controlling weeds, but provides fast, effective control of weeds that are present so that customers aren't staring at them for weeks after application. This, again, can reduce callbacks and simply increase the level of satisfaction among customers who want to see the effects of the service they paid for. We at Nufarm understand that expectations continue to increase and have worked hard to provide solutions that go the extra mile.

FASTER, LONGER  
WEED CONTROL

CHEETAH® PRO KNOCKS WEEDS DOWN. SUREGUARD® SC KEEPS WEEDS DOWN.

**Cheetah® Pro**  
NON-SELECTIVE HERBICIDE

**SureGuard® SC**  
HERBICIDE

Save time, money and labor with Cheetah® Pro and SureGuard® SC. This non-selective and residual tank mix delivers 4+ months of weed takedown to keep customers happy.

LEARN MORE // [NUFARM.COM/USTURF](http://NUFARM.COM/USTURF)

MORE PRODUCTS EXCLUSIVELY FROM NUFARM

**Celero**  
HERBICIDE

**Q-Ball**  
HERBICIDE

**SurePower**

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Grow a better tomorrow



Q&A  
WITH THE  
EXPERTQ&A WITH  
**RICK FLETCHER**

Technical Services Manager, Turf &amp; Ornamental, Nufarm



## SWIFTLY STRIKE DOWN 250+ BROADLEAF WEEDS



UNTREATED



SURE POWER® 32 FL OZ/A

Dave Gardner, The Ohio State University, 2017 | Sure Power® 32 fl oz/A | 1 application on July 25

**1** How does your product save time?

Sure Power® Selective Herbicide is a new standard for the post emergence control of difficult weeds. Sure Power helps lawn and landscape professionals quickly “get clean” or “stay clean” for the season. It’s one solution that lessens the need to purchase, mix and apply multiple products. Also, applicators and their customers can expect visible results within 2-3 days.

**2** How does your product save labor?

Sure Power offers proven efficacy on more than 250 broadleaf weeds. It is proven to control tough challenges, including excellent control of ground ivy and wild violet. Sure Power’s four-way formulation also offers two different modes of action (group 4 and 14) to support a strong resistance management approach by targeting two different pathways in the selective control of weeds. This reduces callbacks due to weed persistence.

**3** How does your product save materials or fuel?

One element that Sure Power adds is flexibility due to rapid penetration, leaf uptake and translocation in the plant. Not only is it designed for rapid entry into even the most waxy leaf surfaces, it is rainfast after one hour and mowing can occur within a day of the application.

**4** How do your products help generate additional revenue for landscape and lawn companies?

We understand that a product that works is key to adding value to lawn and landscape operations. This means a product that is easy to use, highly efficacious, and supports a strong weed resistance program with an improved solution for grass, broadleaf and sedge weed issues. Sure Power checks all the boxes to support your bottom line.

**5** In what other ways does your product make landscape and lawn companies profitable?

Sure Power is showing its power in ongoing trials, rapidly controlling wild violet, ground ivy and other weeds better than the competition. Nufarm encourages lawn and landscape customers to learn more about Sure Power at **Nufarm.com/USTurf/SurePower**, and to take advantage of significant early order savings on Sure Power and more than 35 additional proven Nufarm products at **NufarmRewards.com**.

**CONTROL**  
THE UNCONTROLLABLE

CONTROL WILD VIOLET



CONTROL GROUND IVY

**SurePower®**  
SELECTIVE HERBICIDE**SURE POWER® SELECTIVE HERBICIDE**

provides powerful control to swiftly strike down more than 250 broadleaf weeds. In fact, broad-spectrum Sure Power delivers excellent control of ground ivy and wild violet.

SEE THE RESULTS // **NUFARM.COM/USTURF/SUREPOWER**

MORE PRODUCTS EXCLUSIVELY FROM NUFARM

**Celero**  
HERBICIDE**Millennium Ultra<sup>2</sup>****SureGuard SC**  
HERBICIDE**Nufarm**

Grow a better tomorrow

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