

## Q&A WITH THE EXPERT BUSINESS MANAGEMENT SOFTWARE



# Q&A WITH BRYAN MOURS

VP of Customer Experience, Aspire Software

### 1 What is your response to landscape business owners who ask how software can really move the needle?

**Bryan Mours:** I can speak from my own experience here—I was running a landscape company back in 2001, and we bought the only ERP software that was available on the market for landscapers at the time. It took us a couple years to start utilizing it well, but we were able to analyze the data and create the right business processes. We brought our company from 3 to 4% net profit up above 15% net profit every year and so it was a game-changer.

But there's another side to that. I spoke to a company owner recently who said, "I never thought I would be giving away a quarter of a million dollars to my employees at the end of the year because of how much profit we've made. Thank you so much to Aspire for helping us do this." It not only changed the company owner's life, but he's able to change the lives of all his employees because of the bonuses they received. They're able to go buy cars and put away money for college funds and things of that nature, so it can be a game-changer that way as well.

### 2 What reactions have you received from companies that have switched to Aspire about the impact on their business? What's different for them now?

**BM:** Initially, people get on Aspire and say, "Wow, this is hard. I'm not seeing any results."

But once you start seeing the data, you're able to tell your crews they can be more efficient, or you can see which clients you're losing money on or should fire, or where you can consider increasing prices. That's when you can start to see the positives.

We've helped companies to not only grow organically but grow so they can now acquire other companies, build bigger businesses, and employ more people.

### 3 Can you talk about what exciting things are next for Aspire users?

**BM:** We're always looking to boldly innovate, which is one of our core values. For example, at our IGNITE! client conference last year, we had an expert panel of robotic mower manufacturers. Now, we're talking to robotics and drone companies about how we're going to integrate that technology into Aspire.

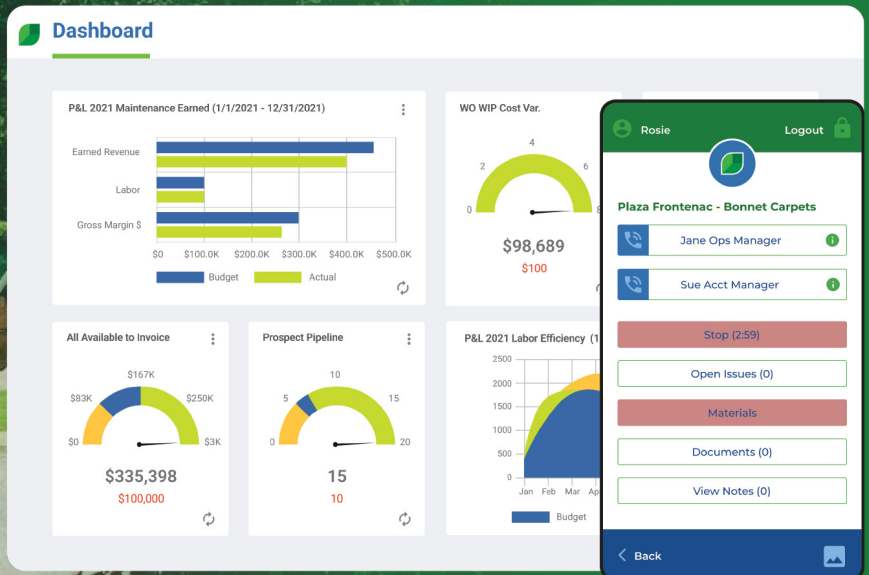
We're also getting quality partners engaged in creating an Aspire ecosystem. With different integration partners like SiteOne and Robin Autopilot that all link into Aspire, it minimizes work and wasted time for our clients. We're also partnering with the best consultants in the industry, like Marty Grunder and The Grow Group, to train our users on better business practices not only in



Aspire, but in general.

A great thing about our partnership with ServiceTitan is the addition of resources, knowledge, and people in the trades to support Aspire users and build the community. For example, if you want to talk to somebody in heating and air conditioning about how they're running their business, we'll give you access to ask these questions.

Our original vision for Aspire was to change the industry and become the leader of the industry. How do we do that? By providing not only quality software, but information and resources for people to run their businesses better. ●



# aspire

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## Q&A WITH THE EXPERT COMPACT LOADERS



# Q&A WITH BEAU SLAVENS

President of Avant Tecno USA

### 1 Tell us about Avant Tecno USA.

**Beau Slavens:** Avant Tecno is a world leading manufacturer of high-quality compact loaders and attachments. For 30 years, Avant Tecno has been pioneering the R&D and production of versatile and multi-functional machines that are designed to offer minimal ground damage, increase efficiency and reduce labor on job sites including tree care, landscaping, property maintenance, construction, demolition and more.

Avant Tecno USA is a subsidiary of Avant Tecno Oy, which is headquartered in Finland. Established in 2012, our team at Avant Tecno USA runs the company's day-to-day operations, logistics, service, sales, marketing and financial functions.

### 2 What are the biggest key factors to Avant's success?

**BS:** The quality of Avant products and after-sales support the equipment gets, coupled with our network of dealers and the fact that Avant can play in so many different markets with over 200 attachments, are the biggest factors to our success. We also pride ourselves on being a customer focused company – we speak to our end users daily and value their ongoing feedback on improvement opportunities.

### 3 What was the biggest hurdle for Avant when it opened its

### United States office in 2012?

**BS:** The biggest hurdle in the beginning was that the United States was a very skid-steer driven market. We spent a lot of time educating the customer on the various features and benefits of the Avant: high lift-to-weight ratio, minimal surface impact, low fuel consumption and maintenance costs, telescopic boom, easy to transport from one jobsite to the next. In the ten years since Avant has been introduced to the U.S., many of those skid steer owners have become Avant owners themselves. Now, we've become a well-respected brand in the industry and other major manufacturers are beginning to produce compact loaders because they see the advantages Avant brings to these various segments.

### 4 How do you keep up with brand recognition and competition in the US market?

**BS:** It's critically important for us to stay ahead of the curve by innovating and introducing new technology, new loader models and new attachments for specific market segments. It's also important to point out that while Avant



has built a reputation as pioneers of the concept, our brand recognition comes directly from the customers. They are out there seeing what the Avant can do and creating the buzz about these compact-but-mighty green machines. Our customers are hands down our biggest and best brand ambassadors.

### 5 What part does Avant's dealer network specifically play in the company's overall success?

**BS:** Our dealers believe in Avant and they are excited to represent a product that is so unique. At the end of the day, dealers are always looking to solve their customer's problems – to find the perfect tool for any job. Avant offers that versatile, multi-purpose, year-round solution for multiple segments: one machine for all jobs. ●

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## Q&A WITH THE EXPERT FUNGICIDES



**BASF**  
We create chemistry

# Q&A WITH JEFF VANNOY

Senior Product Manager at BASF, gives insight into the future of the lawn care industry and upcoming BASF innovations

## 1 What are the biggest challenges that today's lawn care operators (LCOs) face? How can BASF help address these challenges?

**Jeff Vannoy:** For the last seven to eight years, a primary challenge has been labor. Hiring and retaining good people has been difficult because jobs in the LCO business can be strenuous. You're out in the elements, and you have to know how to apply products the right way. Another challenge is setting and meeting the property owners' expectations in a reasonable way. If we get a stretch of hot and dry weather and folks aren't watering their lawn or don't have an irrigation system, then cancellation rates may go up. It's an age-old problem for any service company, but in lawn care specifically, it is very difficult if property owners aren't doing the things they need to do to help make their lawn healthy. As manufacturers, we try to make sure LCOs know what solutions are available and how to implement them. I think there is always room for improvement and for us to continue to strive to make our customers happy.

Disease control is also particularly tricky because most LCOs don't offer that service. A property owner may think there is something wrong with the fertilizer or herbicide when, in fact, they are dealing with a disease issue. The most common diseases LCOs face include cool-season brown patch and warm-season large patch; they're about half of the reported issues for lawns in the U.S.

## 2 BASF works hard to forge close relationships with LCOs. How are those relationships helpful as they build their spray programs?

**JV:** We try to partner with LCOs that are looking for value-added ways to grow their business and provide top-level products and services, resulting in a really healthy lawn. The ideal situation is working with LCOs that want to integrate our innovative solutions into their programs.

## 3 How do the innovations that BASF offers help LCOs create and maintain beautiful lawns year round?

**JV:** We offer an array of products that fit into season-long programs and meet the specific needs of lawn care operation, including post-emergents like Drive® XLR8 herbicide and pre-emergents like FreeHand® 1.75G herbicide and Pendulum® 2G herbicide, which is a granular herbicide that can be used either on lawns or in landscape beds. We are also focused on enhancing our fungicide offering this year for the lawn care market.

## 4 Which products have LCOs found to be the most successful in the past couple of years?

**JV:** Drive XLR8 herbicide — the post-emergent herbicide for grassy and broadleaf weeds — is a product we've had in the portfolio for a long time that has seen a lot of growth in the last four to five years. Folks are really enjoying it, and that has to do with its outstanding formulation; it's water-based and seems to be a big hit with LCOs. FreeHand 1.75G herbicide is also a growing brand for us and includes two active ingredients; it's great for any landscape bed or warm-season turf area, and it keeps things out — any sort of doveweed, goosegrass or crabgrass. It's really a nice, easy-to-use product.

## 5 Are there any new chemistries in the pipeline?

**JV:** This season, we are introducing Pillar® SC Intrinsic® brand fungicide, which will be a premier fungicide for disease control in both cool- and warm-season lawns. It's a very flexible, broad-spectrum product, so it will enable LCOs to have a new disease-control solution that can be integrated into their spray programs. We've always provided many herbicide solutions to the LCO market, but this will allow us to enter that fungicide space for lawn care and provide a more diverse offering for LCOs. ●

# FreeHand® 1.75G

Herbicide

## Unsurpassed preemergent control for tough weeds

FreeHand 1.75G herbicide is an easy-to-use granular preemergent herbicide for excellent, long-lasting control of grassy, broadleaf and sedge weeds in warm-season lawns and landscape beds.

For more information visit [betterturf.basf.us/lawncare](https://betterturf.basf.us/lawncare)

 **BASF**

We create chemistry

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## Q&A WITH THE EXPERT PROPERTY MEASUREMENT



# Q&A WITH MIKE RORIE

Former CEO Go iLawn, Chairman GroundSystems

### 1 How does property measurement impact the profitability of landscape businesses?

**Mike Rorie:** Property measurements are the first link in your sales chain. If your property measurements are inaccurate or nonexistent, everything else from estimates and pricing, to labor and material ordering will be messed up.

Accurate property measurements are vital to bidding on the right jobs at the right price and allowing your company to operate profitably. Trusted measurements are also the foundation of your company's Property Intelligence capabilities.

### 2 What is Property Intelligence?

**MR:** Property Intelligence refers to your ability to find, organize, and connect all the different types of information you need to win and service a job on a visual sitemap. It lets your company and even your customers, clearly see the relationship between visual and numerical job data in one place.

In other words, measurements without context are just numbers, but measurements connected to equipment, materials, labor, and proximity to other job data create Property Intelligence.

Your Property Intelligence system becomes a compounding, proprietary asset for your company. It drives productivity, collaboration, and transparency across every part of your organization: sales, planning, operations, estimating, budgeting, and more.

### 3 How can Go iLawn Property Intelligence help landscape contractors win more bids?

**MR:** Landscape companies lose bids because their prospects don't feel they offered the best price to value against the other bidders.

This can be caused by inaccurate measurements that produce over or under-bidding mistakes. It also results from submitting number-heavy proposals that don't show meaningful value.

The Go iLawn Property Intelligence system helps contractors gain a competitive bidding advantage by helping them get the right numbers and communicate them visually to provide

clear value. Go iLawn's high-resolution aerial imagery, and precision measuring tools let you easily get the accurate job numbers you need and organize them into color-coded groups within a dynamic visual sitemap. You can then quickly export all numbers and the sitemap image into your proposal.

The Go iLawn ShareView feature creates a link for your bid recipients to see an online, interactive, non-editable version of their job's sitemap. It turns your Property Intelligence into a visual sales tool that lets property managers virtually experience the better value of your bid and sets your company apart from the competition.

### 4 Go iLawn was recently acquired by Aspire. How will that impact how the software works?

**MR:** Go iLawn will still operate as a standalone solution and continue serving landscape companies of all sizes. The acquisition provides Go iLawn with exceptional industry and technical resources from Aspire and ServiceTitan to innovate and further enhance the product.

Larger companies will benefit from a solution that systematically connects Property Intelligence with comprehensive business management. An upcoming integration will send Go iLawn property data directly to Aspire. With property measurements and sitemaps linked directly to Aspire, companies can unlock a new level of data-driven productivity, opportunity, and profitability.

### 5 How many landscape contractors use Go iLawn?

**MR:** Thousands of companies rely on Go iLawn as a core system to grow their businesses. The software is built specifically for the needs of landscape contractors and it's backed by outstanding support. Go iLawn customers include the largest companies in the landscape industry down to the smallest.

The reason for the product's success is simple. It helps our customers win! Now with a new parent company behind it, the best property measurement system for landscape contractors is getting even better.

You can try it free for 14 days at [GoiLawn.com](http://GoiLawn.com). ●

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Get Your 14-Day Free Trial at  
[goilawn.com](http://goilawn.com)





## Q&A WITH THE EXPERT ZERO-TURN MOWERS



# Q&A WITH MICHAEL SIMMON

Why Grasshopper Model 337G5 is the right choice for any commercial mowing fleet

### 1 How does Grasshopper Model 337G5 save contractors time?

**MS:** Model 337G5 EFI saves time by combining design, zero-turn-radius maneuverability and engine torque to power through any conditions at faster mowing speeds. The HydroGear ZT-5400 trans-axle transmission is design-matched to the 37hp Vanguard Big Block EFI engine to provide mowing speeds up to 10.5 mph. This design-matched characteristic transfers more power to the cutting deck to ensure optimal blade tip speed, even in lush or overgrown conditions. The DuraMax® cutting deck is 5.5-inch-deep with specially designed cutting chambers to maximize airflow. These combined features allow operators to move complete jobs in less time without sacrificing cut quality.

### 2 How does Model 337G5 save contractors labor?

**MS:** The dual-swing out lever design standard on Model 337G5 allows operators to precisely maneuver while staying comfortably in control at faster speeds. The levers are dampened and feature automatic return-to-neutral settings, which require less effort to steer and maintain forward speed.

The ergonomic design also reduces operator fatigue. The seat and footrest are iso-mounted to reduce vibrations, and steering levers adjust to fit nearly any arm length. The standard Premier Suspension (Grammer) seat provides additional comfort with

adjustable lumbar support, tilting backrest, operator weight adjustments and adjustable armrests.

Maintenance is often overlooked, but lifetime maintenance should also be a key consideration during the purchase process. Model 337G5 requires only five grease points and features easy access to belts, filters, tension springs and other items that need routine maintenance and care. Commercial-grade components are built into every mower to keep mowers running longer with less wear and down-time in the shop.

### 3 How does Model 337G5 save contractors materials or fuel?

**MS:** The fuel-efficient EFI (electronic fuel injection) engine uses less fuel than comparably-sized carbureted gasoline engines, and most operators can achieve up to 10 percent fuel savings with EFI engines.

In addition, our proprietary CoolTemp Hydro-Max™ hydrostatic transmission fluid extends oil change intervals – every 600 hours after the 100-hour break-in change. This specially blended fluid also reduces operating temperatures inside the transmission by up to 15 degrees Fahrenheit, which reduces wear and extends internal component life. This results in fewer oil changes, fewer replacement parts and less down time.



### 4 How does Model 337G5 help generate revenue for lawn care and landscape companies?

**MS:** Model 337G5 has the ability to finish most mowing jobs in less time without sacrificing the quality of the cut. This allows contractors to stay on schedule, and possibly add more clients to the schedule.

### 5 How can Model 337G5 make landscape and lawn care companies profitable?

**MS:** With ample power and speed, the commercial cutting deck, as well as the reduced maintenance required, as described in the previous questions, Model 337G5 is a perfect choice for contractors who want to save time, labor, fuel and costs, all of which contribute to a healthy and profitable bottom line. ●

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Durability isn't some add-on feature. It's something that's built-in from the beginning—in your mower and your game. With USA-grade reinforced steel and components engineered and tested to perform at every turn, it's Grasshopper you trust when every day is #MowDay. For more, visit [GrasshopperMower.com](http://GrasshopperMower.com).



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Committed to the Cut.®

## Q&A WITH THE EXPERT EDGING



# Q&A WITH MARC COHEN

Vice President of Sales and Marketing, Permaloc

### 1 What makes Permaloc different?

**MC:** Permaloc is the pioneer of aluminum edging and restraints. Founded 36 years ago by a landscape architect, Dan Zwier, Dan quickly learned in real-world applications that the products out there did not suit their intended purpose. They were heavy and hard to cut or they were light and did not stand the test of time, thus the evolution of Permaloc aluminum edging. Permaloc excels with its excellent customer service, same day quotes and shipping, product selection, in-stock finished goods inventory, knowledge of industry specifications, lean manufacturing and well-developed relationships with its customers. Permaloc is the world's leading sustainable landscape edging.

### 2 Why is aluminum the best choice in landscape edging and restraints?

**MC:** There are many choices when it comes to landscape edging including wood, steel, concrete and plastic however aluminum out performs them all. Aluminum has a high strength to weight ratio. It is lightweight, very strong and 100% recyclable. Permaloc manufactures edging and restraints utilizing non-corrosive 6063 aluminum which is a grade higher than that which is used marine applications. The lightweight characteristics of aluminum make it a contractor's choice as it can be cut and formed in the field, transported and installed by one person, thereby saving labor cost which would otherwise be passed on to the end user. Finally, aluminum just looks better as an architectural accent and will last the test of time.

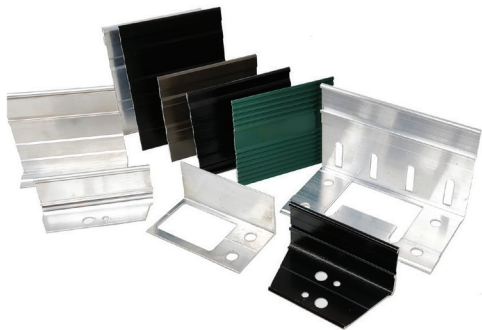
### 3 Should I be using a different edging for straight runs as opposed to curved lines?

**MC:** We've all been there. Trying our best to make edging

that is running parallel to a structure look straight. No matter how hard we try, the waves between each staking point remain painfully obvious. The human eye is designed to pick up those anomalies. That's why when doing straight lines with edging, it is important to use an edging that was created for that. Not only will the result look much better to those that will see it over time, but you will save yourself a great deal of time during the install. And in this business, time is money! Edgings designed for straight lines typically have a feature built in that allows them to remain perfectly rigid, like a small "foot" on the bottom. They should still have built-in staking to assure that it remains in place and does not shift during the lifetime of the project. PermaStrip manufactured by Permaloc is the clear choice.

### 4 When should I use edging?

**MC:** A well-planned landscape design is created by a series of lines. Whether these lines are curved or straight, it is imperative to the design that they remain crisp throughout the project's lifetime. In order to maintain the lines that create the landscape design, it is necessary to use a proper landscape edging. The correct usage of landscape edging can save the user time, labor, and money over the lifetime of the project, as well as ensure the design remains visually appealing. Without the presence of an edging, a landscape design can begin to migrate over time, causing the design to lose its original intent. With this in mind, edging is important in every project where two different textures or media meet. It is important in these situations to maintain the line of separation and keep each adjacent media in place. This is beneficial to both the structural integrity and the visual aesthetics of the project. ●



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landscapes > hardscapes > green build



## Q&A WITH THE EXPERT MARKETING



# Q&A WITH JOE MCPHAIL

Founding Partner and Real Green Number 2

### 1 How can business software help companies succeed?

**Joe McPhail:** There's no single, straightforward path to success. You need to make sales, manage your growth and stay profitable – but effective customer communication, an excellent local reputation and a solid marketing plan are also crucial. A good software system should help with all those things, streamlining processes and making running the business more efficient. I always tell my customers that their software should bring more value to their business than it costs them.

### 2 What makes Real Green stand out above the competition?

**JM:** Our focus has always been on our customers and how we can help them grow. It's just good business – we knew from the very start that if our customers were successful, we would be too. Each product or service we added over the



years was created to make our customers more successful and add value for them. From Service Assistant to Mobile Live to our Customer Assistant Websites, we would create the product then continue to refine it; we always listen to our customers to hear how they think we can make things even better. We're always developing – our goal is continual improvement. If there's one thing I've learned after 30-plus years in the software business, it's that we're never done.

For example, we first started developing a mobile product more than 20 years ago. Initially, it was primarily for data collection. The product that eventually became Mobile Live came about not because we were looking for an additional revenue stream but because we saw a very clear way to help make our customers' jobs easier. Real Green founder Joe Kucik also ran a lawn care

business at the time. He had gone out on a route because his crew was behind on production, and he wanted to boost morale. After that day, he demanded that we build a mobile product that would do more than just collect information – it needed to provide driving directions to make their jobs easier. Of course, that was just the start for Mobile Live, which we're continuing to improve upon today.

### 3 What does the WorkWave acquisition mean for Real Green – for its customers and its products?

**JM:** This is definitely a positive move for Real Green and our customers. Partnering with WorkWave gives them the best of both worlds: They still benefit from Real Green's industry-specific expertise, our long-term relationships and our customer-focused philosophy. But now we've got the additional resources of a larger corporation behind us, which has enabled us to speed the development of products like Service Assistant 5. We've been able to accelerate those timelines, which will put an even better solution in our customers' hands much faster than we would have otherwise been able to do. Plus, now we can start integrating some of WorkWave's established products, like their Route Manager, into SA5 to provide improved functionality and increased flexibility across the board. It's an exciting time. ●





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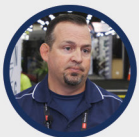


**At Real Green, we understand what you need to run and grow your business.** That's why everything we do, every solution we create, every service we provide, is rooted in our customers' success. And that's how we've been growing green industry millionaires since 1984.



**"Real Green's software absolutely makes running a business possible.** I'm not sure how you do it without it."

-Alec McClennan, Founder, Good Nature Organic Lawn Care



**"Real Green has revolutionized my business.** I started with nothing – a 1987 truck and 60 customers. Today I have more than 1,600 customers. Seven trucks. And Real Green was a huge part of that. Once you start to get a little bit bigger, you have to be able to organize all of that chaos. **Real Green does that perfectly.**"

-Cody Saunders, Owner, Pro-Lawn



**"It's the difference** between being in the pros and being an amateur."

-Jonathan Rigsbee Owner, GrowinGreen

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## Q&amp;A WITH THE EXPERT

PGRs



# Q&A WITH DR. KYLE BRISCOE

Manager, SePRO Technical Development

## 1 Why should PGRs be considered for use in lawns & landscapes?

**Dr. Kyle Briscoe:** PGRs provide a multitude of benefits, ranging from reducing the total cost of a management program to improving plant quality. We consistently see a 50% or more reduction in trimming over a growing season. Given the current labor situation, you can't afford not to use PGRs in lawn and landscape.

## 2 What can PGRs do for me?

**KB:** Let's start with lawns. Using Edgeless to suppress turf growth in areas that are edged or string trimmed is essential. Less time spent edging and string trimming equals more day-to-day productivity. For landscapes, Cutless 0.33G (granular) and Cutless QuickStop (liquid) are game-changing when it comes to shrub management. Using 0.33G and/or QuickStop will produce more uniform shrubs with darker green foliage that require significantly less trimming. In many cases, flower count will increase on flowering shrubs following Cutless 0.33G and/or Cutless QuickStop applications.

## 3 How do I put PGRs into my maintenance program?

**KB:** I mentioned Edgeless for edged or string trimmed areas of lawns. Make Edgeless applications to actively growing turf within 2-3 days after edging or string trimming. With Cutless QuickStop, make applications to actively growing

shrubs within 2-3 days following a trimming. Cutless 0.33G differs from Cutless QuickStop in that you will want to make the application 3-4 weeks prior to trimming, to allow the PGR to move up the plant to the growing points.

## 4 How do I select the right products for me?

**KB:** Edgeless is a no-brainer, as it suppresses turfgrass growth longer than any other product labeled for banded applications. In the landscape, one product might fit your program better than the other. First, consider what type of application you are best setup for (granular or foliar), then determine the shrub species and plant height. Review the Cutless Landscape PGR Application Guide to find the correct Cutless 0.33G and Cutless QuickStop rates. Access the guide by scanning the QR Code.



## 5 How often do I need to apply PGRs in lawn and landscapes?

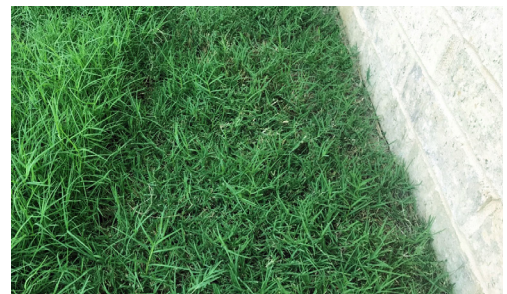
**KB:** The key to PGR reapplication is timing. Target reapplications when turfgrass or shrubs begin to grow out of the previous application. For Edgeless, that's



Ligustrum growth suppression following Cutless QuickStop



Arboricola growth suppression following Cutless QuickStop



Hybrid bermudagrass growth suppression following Edgeless

usually about 6-8 weeks after application. The reapplication timing of PGRs used in the landscape varies by product, with Cutless QuickStop suppressing growth for 3-4 months and Cutless 0.33G suppressing growth for 6-8 months. ●

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