



# GROWING SMARTER

TURF EDITION

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# Get Greener Grass In One Easy Step

## Ferti-Iron + is packed with benefits

Market researchers like to study the factors that motivate somebody to buy a certain product, such as performance, value, efficiency, reliability, and convenience. Every now and then, a product comes along that checks ALL of those boxes – like Fertilzona's Ferti-Iron + does. It's an easy-to-use fertilizer that gives turfgrass, athletic fields, and landscapes rich, long-lasting color with less work, all for a great price.

Ferti-Iron + is an exclusively formulated 15-0-0 fertilizer blend with 6% iron and 3% sulfur, and it's proven to enhance the health and greening of grass impressively. Iron is an important component of plant enzymes and proteins involved in nitrogen metabolism and chlorophyll synthesis, enabling it to stimulate plants' color. Sulfur – often called the fourth macronutrient – also promotes nutrient uptake and chlorophyll production. A deficiency of iron or sulfur in turfgrass or landscapes can cause yellow mottling. Ferti-Iron + helps to prevent that.

"It's a great product with outstanding results," said Tim Gavelek, Turf Management Specialist, Fertilzona. "You get a deep, dark green that lasts three to four weeks. I even have a customer who uses it on his bermudagrass all summer long."

Ferti-Iron + also promotes healthy, deep plant roots, thanks to our exclusive Furst nutritional technology. Furst is Fertilzona's patented combination of amino acids and proteins, specifically developed to activate beneficial biological and environmental responses in plants.

"Guys who use this product love it," said Nick Lubich, Turf Management Specialist, Fertilzona, "especially since we reinvented it with a new formulation a couple of years ago. That improvement really knocked it out of the park."

In addition to its superior performance, Ferti-Iron + gives you the advantages of convenience and economy. Nick pointed out that customers as far away as New Orleans are buying it from Fertilzona because their local suppliers can't compete on price. As for convenience, that

benefit comes from the product's ready-to-use formulation.

"Superintendents and other landscape professionals know the importance of iron in their fertilizer, and traditionally they had to mix it separately in the tank," Nick added. "Now we can eliminate that extra step as well as the need for dust masks too."

"It's really easy to use and apply," agreed Tim. "You just pour it in the tank and go, without the concerns of plugged nozzles or additional wear and tear on the pumps"

Greener, healthier grass from an affordably priced fertilizer that's easy to use. Maybe Ferti-Iron + truly is a perfect product.

**To learn more, contact your local Fertilzona office or visit us online at [www.fertilzona.com](http://www.fertilzona.com)**

**"Guys who use this product love it."**

**– Nick Lubich, Turf Management Specialist, Fertilzona**



## Furness-Class 21-3-3 + 10%Fe

### Guaranteed Analysis

Total Nitrogen (N)	21.00%
11.87% Ammoniacal Nitrogen	
9.53% Nitrate Nitrogen	
Available Phosphate ( $P_2O_5$ )	3.00%
Soluble Potash ( $K_2O$ )	3.00%
Sulfur (S)	3.00%
1.00% Combined Sulfur	
Iron (Fe)	10.00%

Guaranteed minimum analysis based upon moisture in product as determined by phosphoric acid, calcium phosphate, ammoniacal nitrogen, potassium nitrate and iron test.

- One 50 lb. bag covers 9,975 sq. ft.
- 4.8 bags (240 lbs.) covers 1 acre
- Turfgrass Overseeding: Sprinkle 50 lbs. per 1,000 sq. ft.
- Shrubs & evergreens: Sprinkle 1 lb. cup evenly around drip-line of plant and work into top 1" of soil

Information regarding the contents and tests of material is available on the material's tag (lines apply to organic tag)

This material is not considered hazardous by the (2004) Hazard Communication Standard (29 CFR 1910.1203).

## Net Wt.: 50 lb./22.68 kg.

1218

[www.furnessfertilizer.com](http://www.furnessfertilizer.com)

Keep out of reach of children and pets.  
Do not use on lawns, lawns, or other areas.  
Wash, dry, and store in a cool, dry place.  
Do not use on lawns, lawns, or other areas.  
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Product may be sold for other uses. Use of product in such cases is at user's option.  
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When you're looking for ways to enhance healthy turfgrass and landscapes with rich green color throughout the winter, Fertilizer Furst®-Class 21-3-3+10%Fe is an ideal fertilizer to help you. Whether you're responsible for golf courses, athletic fields, municipalities, or any other landscape's appearance, you can benefit from it.

"It's a very effective fertilizer that gives your grass a real 'Wow!' effect," said Cory Scherting, Fertilzona's Turf and Landscape Sales Manager. "We call it our winter blend, because it's specifically made to activate quickly in

the cold. The iron gets taken up by the turf even when the grass is barely growing."

"It's a special combination of 11.87% ammoniacal nitrogen and 9.13% nitrate nitrogen to promote balanced feeding," explained Tim Gavelek, Turf Management Specialist, Fertilzona. "With that split blend, you get a quick release of nitrogen for fast green-up, plus extended feeding for longer-lasting color."

While the nitrogen and 10% iron are instrumental for making the product more visually effective, its potash (K) supports plants' cold hardiness and stimulates efficient

nitrogen (N) utilization. The phosphorus (P) increases stress tolerance and root strength, especially in early growth stages.

Furst-Class 21-3-3+10%Fe also provides the benefits of a small, consistent prill size to improve its spreadability and total effectiveness. Every homogeneous granule contains the same balance of highly available N, P, and K, ensuring uniform distribution and no nutrient segregation. Fertilizer granules impregnated in the Furst blending process are more capable of delivering nutrients efficiently.

"Everybody I know who's tried the product has kept using it," Cory added enthusiastically. "I've never seen anybody not come back to it."

***To learn more about Furst-Class 21-3-3+10%Fe or other products to improve your turf this winter, contact your local Fertizona office or visit us at [www.fertizona.com](http://www.fertizona.com)***



# Bring Out Your True Color

## Endurant keeps turf and landscapes greener all winter

It's always a challenge to keep Arizona golf courses, athletic fields, and other landscapes green and attractive in the winter, but one sure-fire strategy is Endurant® turf colorant.

Different from old-fashioned turf "paint," Endurant is an organic pigment that gives dormant grasses a natural, uniform green all season, and helps to prevent inconsistent color during transition periods. It can even lower your maintenance costs.

"The benefits are endless," said Jennifer Seevers, Turf Colorant Division Manager for Endurant. "Now you don't have to overseed to give your course, landscape, or sports facilities a consistent color, so you'll save a lot of money on seed, water, fertilizer, and equipment."

Early versions of turf paint sometimes gave grass a blue tint, but today's products are greatly improved. "The technology has come a long way," Jennifer added.

At one Arizona golf course – the gorgeous Eagle Mountain in Fountain Hills – Endurant produces outstanding results.

"I've been very happy with Endurant," said Golf Course Superintendent Mike Reinecke, "and the company has mastered the product. Its color looks better than ever now."

"Mike was one of our first customers to try Endurant," recalled Nick Lubich, Turf Management Specialist, Fertizona. "He was like a pioneer for the colorant, and he's always had good success with it."

"The bermudagrass is going to yellow up anyway, but then when it gets cold, the ryegrass shuts down, too," Mike explained. "The Endurant keeps everything green, all the time, and that keeps the golfers happy."

Mike pointed out another benefit: In cold weather, Endurant acts as a heat layer on top and pushes growth on the new ryegrass.

"Endurant is a fantastic option, and it looks completely natural," said Kevin Walsh, Turf Management Specialist, Fertizona. "I've talked to golfers who've played on it, and they can't tell the difference."

"People are discovering that any turf setting can benefit from Endurant," said Cory Scherting, Fertizona's Turf and Landscape Sales Manager, "sports, landscapes, municipalities, right down to homeowners."

"We even have a new product called Green Again Pro for smaller areas of turf that need color spruced up to stay green all winter," Jennifer said. "It's a ready-to-spray formulation using our same top-quality chemistries. It's a perfect 'foot-in-the-door' for landscapers and a great revenue option."

"Endurant crosses over all markets and is really growing in popularity across the industry," Cory added. "Turf and landscape professionals see how colorant works on the best golf courses, and then they wonder why they haven't tried it for themselves."

***Fertizona is Arizona's exclusive distributor of Endurant products. For more details, contact us at 623.935.4252, or visit us at [www.fertizona.com](http://www.fertizona.com)***



**ENDURANT®**  
**TURF COLORANT**  
MAKE A LASTING IMPRESSION™



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**"Endurant keeps everything green, all the time."**

– Superintendent Mike Reinecke, Eagle Mountain Golf Club, Fountain Hills, Arizona

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# Make The Most of Your Irrigation

## Preventive treatments help to avoid problems

Anything that negatively impacts your sprinkler system is obviously a big threat to the health and appearance of your golf course, athletic field or landscape, so the logical alternative is to do what you can to avoid irrigation trouble. That might sound overly simplified, but with effective analysis, preventive maintenance, and the right support products, it's definitely easier to keep your water flowing smoothly and efficiently.

"There are various types of problems we see in irrigation systems in Arizona, like mineral scale build-up, biological fouling – such as algae or bacteria – and others," said Sarah Thielman, Hydrology Manager for Fertizona. "But the big issue with many golf courses lately is shells, clams, and mussels in the water lines. It can be more of a problem with effluent, but we're even seeing it in water from wells and canals."

Any unwanted substance that fouls a water line can naturally cause problems downstream, such as pressure differentials and inconsistent distribution. When that happens, it doesn't take long for turfgrass to start exhibiting signs of insufficient moisture.

Fortunately, Fertizona can take care of these situations. No matter what the circumstances are, Fertizona is prepared to fix the problem.

In her role as Hydrology Manager, Sarah emphasizes the importance of hands-on diagnostics and timely maintenance services. Whatever problem might be affecting an irrigation system, Fertizona's response starts with a free on-site inspection and water sampling. Then based on a thorough evaluation

of the lines, pumps, sprinkler heads and water quality, an effective customized solution will then be recommended.

"We offer complete programs for the cleanup and maintenance of irrigation systems, and we've been doing lab tests on specific challenges to help us learn more," Sarah said. "Success also means knowing how to deal with the equipment at the pump site and using the chemistry correctly."

Water stewardship is a never-ending challenge, and Fertizona is constantly expanding our services and technology to help you be more efficient with irrigation

and more productive with your time. To support those goals, Fertizona is also Arizona's exclusive partner with Brandt Hydrology, a global leader in water treatment analysis and solutions.

"Nobody offers the range of products and services Fertizona does," Sarah added. "And the consultation and water sampling are free."

***For more details about how a maintenance program can help you maximize your sprinkler system, contact Hydrology Manager Sarah Thielman at 520-483-4541, or visit your nearest Fertizona location.***



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**"Nobody offers the range of products and services Fertizona does."**

– Sarah Thielman, Hydrology Manager, Fertizona

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