



# GROWING SMARTER

News & Information To Help You Grow

TURF EDITION



## Furst®-Class Nutrients for Southwest Plants

Fertizona introduces enhanced-efficiency fertilizer line with patented, proven, proprietary technology

Every nutrient is critical to help turfgrass, trees and other landscapes survive the Southwest's punishing desert conditions.

The Fertizona team has long studied which nutrients are most beneficial to keeping plants healthy in the region. Putting that considerable knowledge to work, Fertizona introduces its exclusive **Furst-Class Enhanced-Efficiency Fertilizer** line. Each Furst-Class product features a patented combination of amino acids and proteins that activate beneficial biological and environmental responses in plants, and is designed to help you grow the strongest and healthiest plants in the Southwest.

"Our complete line of Furst-Class enhanced-efficiency fertilizers have been thoroughly researched and specially formulated to help plants thrive in the Southwest through extreme conditions," said Jim Compton, President, Fertizona and Compton

**Furst-Class**  
ENHANCED-EFFICIENCY  
FERTILIZER

Ag Services. "We integrated a number of Fertizona products that were infused with Furst Technology into the Furst-Class line, creating a premier brand that greatly enhances plant health, yield potential and fertilizer efficiency."

Available beginning September 16, Furst-Class products include foliar and drip irrigation liquid fertilizers, plus dry fertilizers impregnated with Furst Technology for turf and landscape applications.

*Story continued on back page*

© 2013 Fertizona. All trademarks are the property of their respective owners.

FERTIZONA  
2850 S. PEART RD.  
CASA GRANDE, AZ 85193



*Story continued from front page*

## Healthy, deep-rooted turf

For golf superintendents and lawn-care professionals, Furst-Class fertilizers produce healthy, deep-rooted turf that requires fewer fertilizer applications during the season, said Craig Allen, Fertizona Turf and Ornamental Sales Manager.

“Turf in the transition phase really benefits from application of Furst-Class fertilizer,” Allen added. “It produces significant, sustained growth compared to

traditional fertilizers. Superintendents and landscapers can also potentially save money on fertilizer budgets because they can reduce the number of fertilizer applications needed to keep the turf looking great.”

***Furst-Class Enhanced-Efficiency Fertilizer is available exclusively from Fertizona and Compton Ag Services. To find a location near you, please visit [www.furstclassfertilizer.com](http://www.furstclassfertilizer.com).***

## Furst-Class Keeps Customers Coming Back

**Leading golf club, nursery sees immediate results with Fertizona’s new enhanced-efficiency fertilizer products**

Moon Valley Nursery and Desert Mountain Golf Club are renowned for maintaining the highest level of quality for their customers. The two companies work closely with Fertizona and its Furst-Class Enhanced-Efficiency Fertilizer to do just that.

Moon Valley Nursery – voted the No. 1 nursery in Arizona for 12 consecutive years – markets private-label fertilizers specially formulated to help plants thrive in Arizona’s desert climate. So what’s their secret?

Moon Valley’s popular products contain Furst-Class Enhanced-Efficiency Fertilizers in its liquid versions: Moon Juice (a plant growth enhancer), Desert Juice (for cactus, agave and succulents) and Super Palm Juice (an absolute palm fertilizer). When it comes to plant health, the results are out of this world.

“Customers have come to expect our products to do exactly what the label says it will do, and their plants are more vibrant than ever before,” said John Pavlik, Vice President, Moon Valley Nursery. “Furst Technology continues to help build our brand. And since the addition, our product sales volumes have tripled.”

### Maintaining your course

Desert Mountain Golf Club in north Scottsdale strives to be a good steward of the land, efficiently using materials and water to conserve resources while maintaining immaculate turf conditions on its six championship courses.

Director of Agronomy Shawn Emerson said he was happy with his traditional turf management regimen when his Fertizona representatives suggested using fertilizer impregnated with Furst Technology.

Emerson, who has 20 years of industry experience, decided to give it a shot a year ago.

After seeing the results from the initial test, Emerson has adopted Furst-Class fertilizer into the club’s program. The Desert Mountain team was able to save thousands of dollars in its fertilizer budget, achieving the desired course conditions while using less fertilizer and saving on labor, fuel and water.

“Prior to the addition of Furst-Class fertilizers, we were lucky to get 30 percent of the nitrogen into the plant,” Emerson said. “Now we are doubling the uptake of nitrogen into the plant. When I fertilize, I get more product into the turf than ever before, and our total operating costs are down.”



***Your plants deserve the Furst-Class treatment— for more information about Furst-Class Enhanced-Efficiency Fertilizers, please contact your Fertizona or Compton Ag Services location or representative.***