



# GROWING SMARTER

News & Information To Help You Grow

## TURF EDITION



## Endurant Turf Colorant Beats Overseeding

Fertizona exclusive saves golf courses money and water

Superintendents have a great new option to keep turfgrass looking good all year-round, for much less work and expense: Endurant turf colorant.

Not to be confused with old-fashioned turf “paint,” Endurant is an organic pigment that gives dormant bermudagrass a natural green color all winter – without the cost and trouble of overseeded ryegrass.

**“Endurant is another tool to help our customers make their courses look good for less.”**

Craig Allen, Fertizona – Fennemore Manager



“The benefits are endless,” says Jennifer Seevers, Turf Colorant Division Manager, Geonics. “Now you don’t have to overseed to give your course consistent color, and you’ll save a lot of money on seed, water, fertilizer and equipment.”

Seevers admits there has been some stigma about turf painting, because earlier products had problems. For example, they could damage spray equipment and often turned the grass an unsightly shade of blue.

“The technology has come a long way,” adds Seevers. “I believe this will be the new industry standard in five years, and we even have the support of the USGA.”

### Changing attitudes

Kevin Walsh, Turf Management Representative at Fertizona – Fennemore, calls on dozens of golf courses in the Tucson area. Although turf colorant is a new concept for many superintendents, he says, the idea of saving water and not overseeding really gets their attention.

“100 percent of my customers who’ve tried Endurant have been satisfied and want to use it again,” Walsh says.

Fertizona is the exclusive distributor of Endurant in Arizona, and the superintendents we serve are quickly discovering the product’s advantages.

“We’re real excited about the opportunities for Endurant, especially with the higher costs of ryegrass now,” says Craig Allen, Manager, Fertizona – Fennemore. “It’s another tool to help our customers make their courses look good for less.”

***For more information about Endurant or any turfgrass products, please call Fertizona – Fennemore at 623.935.4252 or contact your local Fertizona location or representative.***

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

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## Fertizona – Fennemore Takes Service Farther

More golf courses now benefit from our expertise

The busy Fertizona – Fennemore location in Waddell, Arizona, made news earlier this year with the opening of its impressive 3,000-square-foot facility. Now the team at Fennemore is also expanding its service geography.

Located on the west side of greater Phoenix, our Fennemore location is the headquarters of Fertizona's Turf & Ornamentals team. Branch Manager Craig Allen heads the Turf Division, which has a sales staff of six turfgrass experts who cover a territory with about 200 golf courses in it. Fertizona is already a leading supplier to turfgrass managers around Phoenix, but we're now providing our many products and services to the Tucson area as well.

"The opportunities here are enormous," says Kevin Walsh, Fertizona's Turf Management Representative who concentrates on the Tucson market. "We're still learning what works best, but we've already seen great success, and we're on pace with our goals."

Walsh is a former superintendent himself, so he brings a special insider's perspective to his role. "We don't want to be just order takers," he says emphatically. "I help my customers address real issues and solve problems. When they see our unique products, they know Fertizona is a perfect fit, and that we can make a difference for their courses."

Pictured (from left to right)  
Gari Scherting, Jake Hughes,  
Craig Allen, Nick Lubich,  
Kevin Walsh and Cory Scherting.



For more information about the Turf Division or Fertizona products, please go to [www.fertizona.com/fennemore](http://www.fertizona.com/fennemore) or call one of our turf management specialists.

**Fertizona – Fennemore**  
17102 West Olive Ave  
Waddell, AZ 85355  
623.935.4252

**Craig Allen**  
602.402.3371

**Jake Hughes**  
623.337.2804

**Nick Lubich**  
602.402.1098

**Cory Scherting**  
602.568.7237

**Gari Scherting**  
602.989.2830

**Kevin Walsh**  
480.747.7131

## PrimeraTurf Enhances Product Offerings

Fertizona customers save money on top brands

To help our customers succeed, Fertizona in 2004 joined PrimeraTurf, a purchasing co-op of independently owned distributors in the professional turf, horticulture and landscape industries. As a PrimeraTurf member, Fertizona has had direct access to manufacturing and distribution opportunities with exceptional private label opportunities.

Now PrimeraTurf is enhancing the product offerings available to its members, making it possible for us to offer you proven brand-name products at more reasonable prices. For example, a new direct-selling agreement reached with BASF Corporation, effective

Oct. 1, 2012, means Fertizona will be able to save you money on popular BASF turfgrass products, including herbicides, fungicides and insecticides.

"Our customers have seen real success through our PrimeraTurf membership," says Craig Allen, Manager, Fertizona – Fennemore. "Being able to offer these excellent products at more competitive prices is one of the most important things we can do for our customers."

**For more information, please call Fertizona – Fennemore at 623.935.4252 or contact your local Fertizona location or representative.**