



GROWING SMARTER

TURF EDITION

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News & Information To Help You Grow

Fertizona helps the Peoria Sports Complex to look its best

Expertise and economical products make a difference



Peoria, Arizona, a large suburb northwest of Phoenix, is literally a big-league city. That's because the Peoria Sports Complex is the spring-training home of two Major League Baseball organizations: the Seattle Mariners and the San Diego Padres. 15 teams play in Arizona's "Cactus League" every February and March, and they put a lot of pressure on local turf managers.

"We'll go for thirty days straight with major-league games every day," said Brandon Putman, Sports Facilities Maintenance Coordinator for the city of Peoria. "If you count the minor-league teams' spring training, we often have five games a day."

Highlighted by a beautiful 12,000-seat stadium, the Peoria Sports Complex has 40 acres of turf across 13 baseball fields and common areas which get used year-round.

Besides regular and extended spring training, the fields also host Arizona Summer

League, college games, scouting tournaments, youth leagues, concerts and more. But in addition to the demands of heavy traffic, Peoria's facilities have the challenge of maintaining turf conditions to the highest levels of quality in extreme summer heat.

"The major-league teams insist on certain standards, and the grounds managers always do an awesome job there," said Kevin Walsh, Fertizona Turf Sales Representative. "Their conditions are immaculate, and the grass has consistent growth and color."

Walsh has worked with the Peoria staff since 1993. He and Fertizona provide a wide range of products to the facilities, including seed, fertilizer, pesticides and Endurant® turf colorant. "We're now using Sapphire® herbicide and Mountain View's Home Run® rye seed," Walsh said, "and the results have been amazing. The seed really outperformed, and the grass looks fantastic."

"Fertizona definitely gives us a bigger bang for our buck."

Brandon Putman, Sports Facilities Maintenance Coordinator, City of Peoria

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Quality with Economy

Even though the Peoria managers have a great relationship with Fertizona, their product decisions don't come easily.

"We have an unusual situation because we're a municipality," Putman explained. "We want our playing fields to be top-notch, but we have strict budget constraints. We're responsible to our citizens first, so we price-compare anything we buy."

Fortunately for everybody, Fertizona is consistently able to recommend cost-effective solutions that allow Putman and his crews to do an exceptional job more affordably.

"We rely on Kevin's expertise," Putman added. "With his knowledge and flexibility, he's really good about finding economical ways to keep our grass strong and healthy. Fertizona definitely gives us a bigger bang for our buck."

To help your turf look big-league good all season long, call Kevin Walsh at 480.747.7131, or visit www.fertizona.com today.



Save money with nitrogen stabilizers

Ask Fertizona how to make your urea last longer and work harder

Surface-applied urea fertilizers are constantly exposed to risks of denitrification, leaching and volatilization, meaning that some of the nitrogen you apply won't actually feed your turf. By some estimates, as much as 40% of unprotected nitrogen gets lost to the environment.

But your fertilizer will go much farther if you add a nitrogen stabilizer such as N-BOUND™. Nitrogen stabilizers (or urease inhibitors*) slow the natural reactions and conversion processes of urea, so less nitrogen escapes into the air or beyond the root zone.

Impregnated into urea granules, N-BOUND uses natural soil chemistry properties to extend the fertilizer's nitrogen availability. Dicyandiamide (DCD) slows nitrification, while NBPT* (n-butyl thiophosphoric triamide) inhibits urease enzymes from oxidizing the urea. As a result, environmental losses are minimized and the fertilizer is much more efficient.

Because we're always striving to help your fertilizer dollars go farther, Fertizona is studying and comparing nitrogen stabilizers to see what works best for Southwestern turf. For more specific details about the benefits of products like N-BOUND, talk to your Fertizona turf specialist today.

For more details about nitrogen stabilizers for turfgrass, contact Fertizona – Fennemore, 623.935.4252.

*N-YIELD is an inhibitor.



Delay your overseeding costs this year

Our Early Order Program gives you more flexible finances

Now you have an easy, convenient way to improve your cash flow and contribute to a more profitable year, by purchasing all of your Fall Overseeding products through a special new financing offer.

Thanks to exclusive arrangements from John Deere Financial, you can buy fall turf seed & Furst®-Class enhanced-efficiency fertilizer products at Fertizona – Fennemore this Fall and make no payments until next Spring, interest-free.

For more information, contact Fertizona at 623.935.4252.

From September 1 until December 31, 2015, all qualifying seed and fertilizer purchases¹ come with a No-Payments, No-Interest Waiver until February 28, 2016 when you use your preferred multi-use account.

So take advantage of our great Early Order Program to buy now and pay later. Let Fertizona help you secure all of your Fall turf care needs and make your buying power go farther.

¹ Subject to John Deere Financial approval. \$1,000.00 initial minimum purchase required. Multi-use accounts are a service of John Deere Financial. See Fertizona - Fennemore for complete details.