

DURATION CR® *Spread it & Forget it* **Trial Program Synopsis**

Research Summary

- Based on test usage, most lawn care study participants would be very interested in purchasing DURATION CR
- Most Lawn Care Operators (LCOs) would be somewhat or very interested in DURATION CR combined with a pre-emergence herbicide
- Longevity, performance, reduced applications, labor savings were cited as attributes they liked most about DURATION CR
- LCOs expect to pay around \$40 per bag for DURATION CR and \$60 would be too much
- Nearly 72% of DURATION CR users would provide a testimonial

Following are average ratings (1-10) for each S&F statement:

- | | |
|--|-----|
| • Healthy, green turf | 9.1 |
| • Save labor associated with multiple apps | 8.9 |
| • Save money on fuel associated with multiple apps | 8.3 |
| • Pay more for applying one time | 7.6 |
| • One app is better for environment | 8.0 |
| • Use saved time to generate new revenue or services | 7.3 |

Program Statistics: (15 Distributors placed sample product with 107 end-users)

- **Northern Blend:** 11 Distributors were selected to participate - 7 Distributors did not participate. The 6 participating Distributors enrolled a total of 36 customers.
- **Southern Blend:** 6 Distributors were selected to participate – 3 Distributors did not participate. The 3 participating Distributors enrolled a total of 28 customers.
- **Transition Blend:** 8 Distributors were selected to participate – 2 Distributors did not participate. The 6 participating Distributors enrolled 23 customers.

States (13): California; Colorado; Delaware; Florida; Georgia; Maryland; Missouri; North Carolina; New Jersey; Pennsylvania; South Carolina; Texas; Virginia

Types of Turfgrass (14): Bent Poa; Bermuda; Blue Grass; Dwarf Bluegrass; Fescue; Fescue Cool Season; Tall Fescue; Kentucky Bluegrass; Native Alfalfa; Perennial Rye; Rye; Sod Seed; St. Augustine; Zoysia

Business Types: Cemeteries; City/State Entities; Commercial Landscape/Lawn Care; Golf Courses; Residential Landscape/Lawn Care; Schools

Trial Sites: Athletic fields (soccer, football, baseball, etc); Building front; Church yard; Community Park; Commercial property (office buildings, etc); Driving range landing; Golf course (fairways, bunker slopes, rough, putting green); Residential; Topiary Garden



Lawn Care Professionals Support *Spread it & Forget it*

- “With one application, *Spread it & Forget it* provided sustained and consistent green color without surge growth for the entire season,” said Robert Windish, president, Fairway Green Inc. “Our customers were so happy with the color that we didn’t receive callbacks. That eliminated repeat visits and saved us money.”
- “With just one application in the spring, the turf still looks beautiful after all these months,” said Don McCauley, owner, Don McCauley Landscape Design. “Doing one application of *Spread it & Forget it* would help me save 50 percent to 60 percent on labor, fuel, products and everything. Plus, one application is better for the environment –there is less leaching into the soil with this product.”
- “*Spread it & Forget it* is a one-time deal that lasts. The turf stays green longer. For athletic fields that aren’t in season until spring, you can put nutrients on prior to the playing season and not have to worry about it,” said Jason Jarvis, general manager, Organics Unlimited.
- “With *Spread it & Forget it*, the lawn stayed the same dark green color all season long, from beginning to end,” said Anthony Devito, owner, Anthony Devito Landscaping. “All the pellets are the same size. They are very smooth and spread easily and evenly. With a product like *Spread it & Forget it* where everything is even, you get better results.”
- “With just one application in the spring, the turf still looks beautiful after all these months. Plus, using just one application is better for the environment. *Spread it & Forget it* has blown me away; it’s the gift that keeps on giving. I’ll use it for all of my customers.” Landscape Company Owner Mechanicsville, VA
- “*Spread it & Forget it* is a one-time deal that lasts. The turf stays green longer. For athletic fields that aren’t in season until spring, you can put nutrients on prior to the playing season and not have to worry about it.” Athletic Field/Lawn Care Company General Manger Pasadena, MD
- “With one application, *Spread it & Forget it* provided sustained and consistent green color without surge growth for the entire season. Our customers were so happy with the color that we didn’t receive callbacks, which eliminated repeat visits.” Lawn Care Company President Hillsborough, NJ
- “I haven’t had to fertilize again since I spread it in the spring and the yard is still as green in December as it was in May—the color has not changed one bit. With just one application, instead of the normal six, *Spread it & Forget it* really saves on labor. I’m amazed at how long *Spread it & Forget it* lasts.” Lawn Care Company General Manager St. Louis, Missouri