



Non-Toxic, 100% Biodegradable, Carcinogen Free



Best Sales Rep

Tanya Reid, Landscape Designer, reports application of Soil Amendment (SA) during her company's sod installations acts as her best "sales rep". This was especially true for the new housing development project described below where the competition was working nearby. Tanya Reid credits SA with success when the competitor's new lawn failed.

Project

Tanya's company completed a sod installation during June 21-29, 2016, in Western New York. Weather conditions were the hottest of the summer with a typical high of 92°F and a low of 76°F. The sod supplier cautioned there was a high risk of new lawn failure. He said, "Due to the hot temperatures, plan on replacing all of this sod in the fall. It is way too hot for it to survive and thrive." Once the ground was graded and prepared for sod installation, all areas of topsoil were watered with a SA water mixture of 1:1000 sufficient to moisten the soil. Then, the newly installed sod was watered thoroughly throughout the entire process. At intervals, the completed area was sprayed with the same SA water mixture. The application of the same SA water mixture was repeated after 1 week. Then normal watering was used adjusted for rainfall and temperature. The result was a deeply rooted, lush, healthy, thick stand of grass. Results were noticeably superior to untreated, nearby, newly sodded lawns. The SA treated lawn thrived under hot, dry, no-rain conditions.



Tanya Reid's Explanation

SA Amendment enables grass to attract, hold and exchange positively charged particles (cations) of magnesium, calcium, carbon, trace minerals and other nutrients in a manner that allows roots to more easily absorb them. Through this process of cationic exchange, SA stimulates natural growth of plants at the cellular level. This encourages increased root size allowing more efficient uptake of nutrients and moisture to improve stamina in the plant. SA supplies the plant a useful source of natural growth stimulators and amino acids. The growth stimulators include naturally occurring levels of auxin, gibberellin and cytokinin plant hormones. These are used by the plant to regulate plant growth, cell division in roots and shoots. Stronger plants mean lush, thick lawns resistant to hot, dry conditions.



Costs and Benefits

One gallon of SA costing <\$200.00 was used for the sprayings described above. These SA applications added <5% to the materials cost. Tanya Reid believes SA was both key to the success of this \$14,000.00 lawn project and to beating the competition for other jobs.



Benefits Summary

- Ø Reduces transplant shock.
- Ø Improves absorption of nutrients.
- Ø Speeds root growth.
- Ø Shortens time to a thick, lush lawn.
- Ø Establishes resistance to elevated temp. and drought.

Want to Know More?

Talk or text to the Founder - Owner Gary Reid:
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