



GROWING SMARTER

TURF EDITION

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News & Information To Help You Grow

Grayhawk Golf Club
Scottsdale, AZ



New Winter Fertilizer Blend Helps Keep Turf Green All Season



Iron and nitrates promote health and color

Turfgrass managers in the Southwest are constantly challenged to maintain superior conditions on a year-round basis, which is why there's a lot of excitement about Fertizona's newest product addition. Our latest granular turf blend fertilizer, Furst®-Class 21-4-4, is a custom winter mix containing 10% iron, and it's specifically designed to provide better nutritional performance and turf results than ever before.

"Superintendents are always looking to maintain that rich green in their turf throughout the winter," said Craig Allen, Fertizona Turf and Landscape Sales Manager, "and this product will provide plenty of what they need."

Furst-Class 21-4-4 is based on an homogeneous NPK fertilizer from Yara known as YaraMila.® It is a precisely balanced, split nitrogen fertilizer formulation that contains the most highly efficient sources of N, P, and K available.

Then iron is added to support turf color. Iron is an important component to help plants produce enzymes and proteins involved in nitrogen metabolism and chlorophyll synthesis. A telltale sign of iron deficiency in turfgrass is random yellow mottling.

"The ten percent iron and 9.5% nitrate nitrogen levels in this product are the real keys to making it more effective," Allen explained, "and the valuable P and K in the blend help as well."

The Furst-Class 21-4-4 fertilizer also offers the benefits of Fertizona's own Furst nutritional technology. Based on a patented, proprietary blend of amino acids and proteins, the Furst Technology helps fertilizers to activate key biological and environmental responses in plants. When fertilizer granules are impregnated as part of the Furst blending technology, they become more effective in their ability to deliver nutrients efficiently and enhance plant performance.

On turfgrass, that specifically means the Furst-Class 21-4-4 blend will contribute to stronger root systems, improved fill-in, better green-up, and increased overall plant health. The innovative Furst Technology even enables Fertizona to create a wide range of other custom turf blends that focus on particular regional or seasonal needs.

Another important advantage with the new 21-4-4 product is its improved product form. It features a smaller and more consistent prill size than earlier blends, which will enhance its spreadability and general effectiveness.

"It has more uniform prills, it's 80 percent homogenized and the iron keeps turf green," Allen added. "It's definitely a good product."

Find the turf products and technical expertise you need this season by calling Craig Allen, Fertizona Turf and Landscape Sales Manager at 623.935.4252, or visit www.fertizona.com today.

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Get The Jump On Weeds With Herbicides Now

Pre-emergence control simplifies your job

Preparing your turfgrass for the winter season should also include applications of the right pre-emergence herbicides. Controlling problem weeds and grasses before they become a bigger challenge will help you achieve higher-quality turf and potentially save you a lot of time and trouble later.

“There are always benefits to pre-emergent control,” says Cory Scherting, Turf Management Specialist with Fertizona – Fennemore. “It’s better to be proactive than reactive, and if you skip an application now, you’ll just have to pay the price later.”

Fertizona offers a complete line of selective and non-selective herbicides to treat whatever weed or grass species you’re dealing with. The pre-emergent products we’re recommending this season include Surflan® A.S. or WDG, and Surflan XL 2G (with benefin). The Surflan brand is a dependable choice for selective pre-emergent control of a wide variety of grasses and weeds in established turfgrass, including crabgrass, annual bluegrass, foxtail and many others. Surflan is also orange in color, so it acts as a spray marker during application.

Other popular and effective options include Pin-Dee™ 3.3 T&O or Pendulum® (with the active ingredient pendimethalin) and products containing the active ingredient prodiamine.

To learn more about the benefits of fall-applied, pre-emergent control, just visit your local Fertizona location or www.fertizona.com.

Delay Your Overseeding Costs This Year

Special seasonal offer gives you more flexible finances



If you act quickly, Fertizona can give you a great way to improve your cash flow this season and enhance your profit potential. Thanks to exclusive arrangements offered through John Deere Financial, now you can purchase all of your fall overseeding products and Furst®-Class enhanced-efficiency fertilizers and make no payments on them until next spring, interest-free.

Until December 31, 2015, all qualifying seed and fertilizer purchases¹ made at Fertizona – Fennemore will come with a No-Payments, No-Interest Waiver that’s effective until February 28, 2016, when you use your preferred multi-use account.

So take advantage of our great Early Order Program to stock up now. Let Fertizona help you secure all of your fall turf care products when you need them the most -- and make your buying power go farther at the same time!



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