



GROWING SMARTER

News & Information To Help You Grow

TURF EDITION

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Partnering with Customers

Fertizona Helps BlueStar Resort & Golf Keep Its Courses Up and Running

Managing as many as eight golf courses across the country and six large commercial landscaping contracts might seem like a challenging task, but for Luke Beardmore it's just another day at the office. No wonder considering Luke has built 16 new golf courses, renovated 13 golf courses, provided grow-in services on five golf courses and managed nine golf courses over the past 16 years in the golf industry.

Luke is the Director of Agronomy, Construction and Landscaping at BlueStar Resort & Golf. BlueStar manages golf courses from the Pacific Northwest, throughout California and Arizona. The courses Beardmore oversees maintain a variety of cool season, warm season and native grasses in various climatic zones.

Fertizona has been working with BlueStar Resort & Golf since 2006 and supplies them with a wide variety of products ranging from granular and liquid fertilizers, pre- and post-emergent herbicides, growth regulators, organics, various chemicals and rye grass seed.

“My relationship with Fertizona is very much a partnership,” says Beardmore. “They are always willing to lend a helping hand, they have extremely competitive prices, industry-leading service and they respond quickly with deliveries. Their help and dedication is immeasurable.”



Luke Beardmore—Director of Agronomy, Construction and Landscaping at BlueStar Resort & Golf relies on Fertizona to help keep his courses up and running

Based in Scottsdale, Ariz., BlueStar Resort & Golf maintains commercial landscape contracts for master-planned communities in Arizona and is the in-house golf and resort management company for the Shea Homes communities across the country.

For more information about how Fertizona can help your operation, please contact your local Fertizona representative. ▲

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FERTIZONA
2850 S. PEART RD.
CASA GRANDE, AZ 85293

Maintain Green Grass This Spring

HYDREXX® and UMAXX®

Work Together to Maximize Nitrogen Efficiency

Predicting spring weather can be challenging, especially when it comes to soil temperature, air temperature and precipitation. This spring, stabilized nitrogen fertilizers and additives provide a great approach for maximizing a turf fertility program.

Agrotain® International's Stabilized Nitrogen Technology™ products, UMAXX and HYDREXX, offer numerous economic and environmental benefits by working with nature to block key enzymes that cause nitrogen loss to the atmosphere and soils.



UMAXX Fertilizer Performs in Cool Weather

UMAXX, formulated specifically for the turf and ornamental markets, is a top performer in cool soil temperatures because it doesn't depend on soil temperatures for nitrogen release. Nitrogen applied with UMAXX premium stabilized nitrogen fertilizer will be plant-available as soon as it's watered, and what the plant doesn't use will be held and reserved for future use. It delivers quick green-ups without tip burn and provides consistent color response for up to 16 weeks.



Consistent Nitrogen Response with HYDREXX Fertilizer Additive

HYDREXX Professional Nitrogen Stabilizer™ fertilizer additive allows applicators to stabilize nitrogen sources for intervals to suit any fertility program or soil type. With HYDREXX, applicators achieve extended nitrogen response and exceptional color. With less risk of leaching or loss to the atmosphere, HYDREXX is also environmentally friendly.

For more information, contact your local Fertilzona office.



PrimeraONE



PrimeraOne™ Products Available at Fertilzona

Brand Gives Customers Access to Premier Supply Sources

As a member of PrimeraTurf®, Inc., a purchasing co-op for independent distributors in the turf and ornamental business, Fertilzona offers the full line of PrimeraOne products. Backed by the distributors who belong to PrimeraTurf, PrimeraOne products originate with some of the most reputable manufacturers in the business.

Currently, the PrimeraOne label is applied to off-patent plant protection and calcined clay products. However, PrimeraTurf is exploring expansion of the PrimeraOne brand to other products, including liquid and dry fertilizers.

“Fertilzona’s membership in PrimeraTurf allows us to offer top-quality products to our customers,” says Craig Allen, Manager, Fertilzona—Fennemore. “The PrimeraOne brand gives our customers access to premier supply sources.”

In an effort to rally its members behind a limited number of supply sources and maximize the benefits of the co-op for the end user, PrimeraTurf chose to develop its own brand, PrimeraOne. The PrimeraOne brand is owned by 47 member companies of PrimeraTurf. As one of PrimeraTurf’s member companies, Fertilzona is a co-owner of the PrimeraOne brand.

Contact Craig Allen at 623-935-4252 for more information. ▲