



beeNATURAL 

Natural Lawn Care Products by the Sanctuary

**Your Greener
Lawn Care Product!**

www.sanctuaryproducts.com



The Sanctuary Green Solution

Many Lawn Care Companies are confused by the trend towards the **“Natural Approaches to Turf Management.”** This confusion encompasses both products and programs required to service this moving target of customer demands for a **“Greener Approach”** to their Lawn Care Service. Your customer still wants a high quality lawn but with a minimum use of pest control products. This is where the Sanctuary can offer you solutions. The Sanctuary can help your Lawn Care Company through this minefield with products and marketing support material. The Sanctuary can help your Lawn Care Company to **“Grow Green.”**

Why the Sanctuary Natural Choice

Today's customer is choosing alternative products from organic foods to hybrid cars. The market and customers are moving to a more greener, sustainable approach with many of their product selections. This same trend is impacting the lawn care service business. Today, there are 6 out of 10 customers who would consider effective green solutions as part of their lawn care service. In fact, these applications can be narrowed to the summer months when kids, pets and families are active outside. Plus, there are an additional 2 to 3 percent that want only all natural products applied to their lawns. The question, **“Can You Service This Greener Customer?”** This is where the Sanctuary can help you meet this growing demand for greener products for your Lawn Care Company. The Sanctuary can provide products and solutions to address these customer needs.

The Sanctuary Product Difference

The Sanctuary separates itself from all other organic products by **“Our Products, Our Quality and Our Performance.”** The Sanctuary products are designed to deliver excellent performance and turf quality. The Sanctuary starts with pet food quality ingredients that are rich in nutrients and in nutrition. These ingredients provide a consistent, predictable release of plant nutrients that translates into turf color, density and rooting. Plus, these organic ingredients are high in nutritional energy that stimulates the native soil microbes. These tiny microbes are billions of bags of stored turf nutrients. Over time, the microbes release these nutrients to the turf. This is the **“Green Sustainable Bonus”** of the Sanctuary products.

The Sanctuary Secret

The Sanctuary Secret is that our products address the problems of **“Tired Urban Soils.”** Most turf problems begin in the soil. During new home construction, the soil is scraped off. When the home is completed, some topsoil is returned which is the base for the lawn. This topsoil lacks the structure and microbial life for a healthy lawn.

The Sanctuary Secret is our biological nutrient delivery system. **“The Sanctuary builds back soil health.”** The Sanctuary products contain rich nutritional organic ingredients that explode the soil microbial populations. By building microbial life, the Sanctuary rejuvenates these **“Tired Urban Soils.”**





Sanctuary Research Delivering the Green Promise

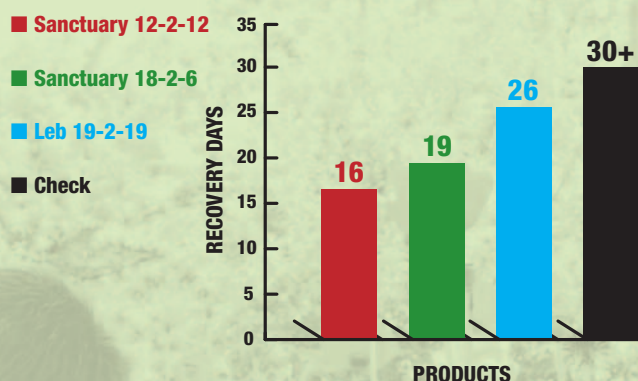
The Sanctuary research has focused on some basic turf benefits that demonstrates the impact Sanctuary has on turf quality and soil health. The results show the comparative advantages of the Sanctuary products in providing an **“Alternative Greener Approach to Turf Management.”** This research explores color, clipping volume, microbial life to name just a few Sanctuary benefits.

Research Summary Information

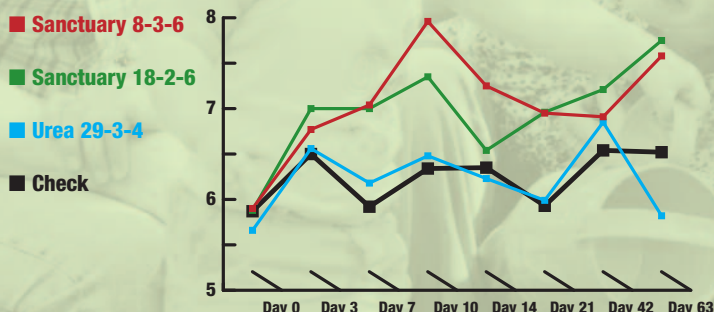
Colorado State University – Fall Turf Recovery

The Sanctuary promotes rapid turf recovery after aeration. After fall aeration, plots were fertilized with 0.8 lb of nitrogen. This included the Sanctuary 12-2-12, Sanctuary 18-2-6, Traditional 19-2-19 and a check. The results show that the Sanctuary products provided faster recovery than the traditional synthetic fertilizer by more than 9 days.

FALL TURF RECOVERY



MICROBIAL POPULATIONS Measured in Colony Forming Units (CFU)



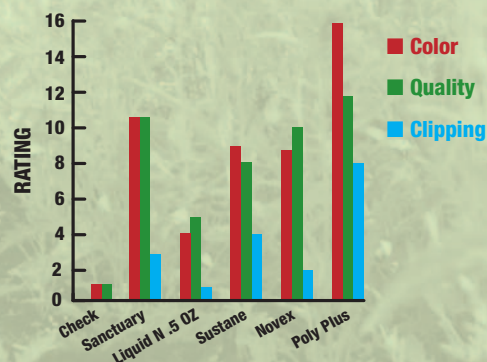
Agriculture Canada – Microbial Stimulation

The Sanctuary products build soil microbial population that translates into increase biomass. Where as traditional fertilizer products have little or no impact on building biomass. This increased biomass is stored turf nutrient reserves that can be utilized by the turf during periods of stress. These reserves are essential during periods of extreme weather or periods of increased disease pressures.

Olds College – Turf Color, Quality and Clipping Volume

The Sanctuary was the top organic fertilizer in the research plots when evaluating color, quality and growth. The Sanctuary 12-2-12 applied at .44 lbs of N/M at 8 week intervals provides excellent color, even growth and outstanding turf quality. This research included other organic products plus traditional and liquid chemical products.

TURF COLOR, QUALITY AND CLIPPING RATINGS



The Sanctuary can provide **“Green Solutions”** as the cornerstone to building your natural lawn care business segment. The core values of your customer are changing to greener solutions. This customer still wants a thick, green lawn while reducing pest control products. The Sanctuary can provide the products that bridge the demands of your customer for a more green friendlier lawn. The Sanctuary also provides Lawn Care Companies with the business and marketing tools to address these changing family values.

Greener Lawn Care Programs

Most Lawn Care Companies have relied totally on a lawn care service model that was designed in the early 1960's. This program is based on traditional fertilizer that includes chemical pest control products. Since the Green Evolutions of the new millennium, this lawn care service model needs to adapt more to your customer's changing family values. These values still demand good turf quality that includes color, density and rooting. In addition, the program needs to reduce the use of pest control products especially during the summer months. Plus, the program needs to be more environmentally friendly by reducing our "Carbon Footprint." ***The Sanctuary offers these 21st Century program suggestions:***



The Silver Program — This program is the current standard lawn care program. This is a multiple round fertilizer program with the addition of pest control products to manage weeds, insect and annual grass control. This program does a nice job of providing color, growth and pest control. But, this program does nothing to build the soil biological aspects essential for ***"Tired Urban Soils."***



The Gold Program — This natural hybrid lawn care program meets the market demand of over 60% of your customer's core green friendly values. This program uses pest control products early in the program and migrates to a more natural approach in the later application rounds. This program uses natural products during the key summer months from May through September when the kids, pets and family are active on the lawn. Regarding the last application, the program could focus on either the traditional or natural program approach pending the fall weed pressures.



The Emerald Program —

This is your All-Natural Organic Program requested by around 5% of your customers. This lawn care program will provide outstanding color, growth, and rooting. This program will rely on outstanding cultural practices like mowing, watering and aeration to manage pest problems in the lawn.



The Greener Lawn Care Partnership

A green, weed-free lawn takes more than applying some products. It's a partnership with the homeowner. **"Going Sanctuary Green"** is an opportunity to start over with your customer. It's an opportunity to establish a new level of customer communication. It starts with some basic turf management principles regarding mowing, watering and aeration. A green, weed free lawn depends on good maintenance practices.



Mowing – Ideally, the lawn should be mowed at 3 inches in the evening to reduce turf stress. In addition, no more than a third of the leaf blade should be removed per mow. This mowing method will promote excellent turf density with a good root system less prone to weed problems.

Watering – The turf should be watered in the evening to conserve water. When watering, water deep and infrequent to promote a strong root system. Plus, water helps to improve nutrient uptake and reduce toxic salt levels in the soil.

Aeration – Mechanical renovation is essential for managing thatch levels that harbor insects and diseases. By aerating the soil, this improves the environment for soil microbial populations that play a critical role in nutrient uptake. Aeration helps to reduce soil compaction that limits rooting. A key to a healthy turf is a healthy soil and deep root system.

Mowing



Watering



Aeration





The Sanctuary... The Right Choice

The Sanctuary natural program options offer several ways to get things started. The program can be launched with either of the Gold or Emerald organic program approaches. Or, it can begin as supplemental programs to increase seasonal revenues. However, the key to beginning is to manage the operational considerations including scheduling and routing. The best rounds to kick things off are summer or fall rounds. Ideally, Lawn Care Companies who schedule the Sanctuary products during these rounds have had very successful natural program launches. Their results have translated in outstanding turf quality plus:

✓ **Fewer Service Calls**

✓ **Fewer Skips and Cancels**

✓ **Fewer Agronomic Problems**

✓ **Increased Customer Retention**

✓ **Increased Revenues and Profits**

✓ **Improved Water Conservation**

Sanctuary Makes Good Business Sense

Dependency on petroleum-based products has seen prices skyrocket over the past several years. With demand for oil growing, there is no end to the price increases for these chemical products and fertilizers. On the other hand, the Sanctuary organic products have had more stable pricing over this same timeframe. In fact, **"Going Sanctuary Green"** offers many benefits in turf quality, customer satisfaction and profitability. The Sanctuary products provide a system that promotes turf resilience that is less prone to problems. As a businessman, this means more revenues and less dependency on costly petroleum based products. The Sanctuary can create new business opportunities by **"Growing Green."**



The Sanctuary... Your Support Partner

With the growing interest in organic lawn care, the Sanctuary has developed support materials to address the implementation of **"The Sanctuary Green Friendly Programs."**

Program Flyer — we have developed some general program guidelines for residential, corporate and municipal accounts. These program guidelines address the regional timing, products and applied rates for the Sanctuary products. In addition, this flyer provides responses to commonly asked questions regarding our products.



Products — The Sanctuary can provide a range of products from all natural organic to hybrid organic products. The Sanctuary has a broad range of granular products to address various organic lawn care, landscape and sports turf opportunities based on competitive pricing. This also includes several "No Phosphorus" products where phosphorus may be restricted.

Marketing Material — We have designed seasonal door hangers to promote these various organic programs. These seasonal door hangers promote the agronomic benefits of an organic or hybrid organic program. Plus, they will provide season cultural turf tips.

PR Support — The Sanctuary has developed an award certificate and news release for accounts that have taken the steps to "Go Green." We can help to place this news release with local papers.



Training Support — We can provide training to your lawn techs. Pending the size of the audience, this training can be on-site or web based. This training addresses many of the common organic myths or misconceptions of organic products.

Committed to preserving and nurturing nature.



The Sanctuary Line of Products

Organic and Natural Based Products for Turf Care

Sanctuary 8-3-6: is a 100% all-natural product that provides outstanding residual color with slow, even growth. This product helps lawns recover from weather and disease related stress problems. This product also aids with rooting and turf density. Also, this is an excellent all purpose landscape product for color bed maintenance to ornamental installations.

Sanctuary 8-8-8: is a hybrid product for all types of lawn installation projects. This product provides the pre-plant nutrient base for either a seed or sod lawn. This product reduces the establish time for new lawns. Plus, this product can be used to establish warm and cool season turf types.

Bee Natural 14-2-2: is a homogenous product that provides from 8 to 12 weeks of growth and color pending the applied rate. This product contains various protein meals, control released urea nitrogen, sugars and carbohydrates that promote outstanding residual color, rooting and turf growth. This product is for all turf types and weather conditions. This product is a cost effective 200 SGN granulation. This product is also available in a 14-0-2 zero phosphorus product.

Sanctuary 15-1-3: is a hybrid product that combines the benefits of protein meals and stabilized urea nitrogen for extended residual color. The product provides residual color for 8 to 14 weeks pending on the applied rate. This product is ideal for outstanding residual color management for cool season turf. This product is perfect for commercial properties, which require only a spring and fall application.

Sanctuary 16-0-8: is a natural based hybrid product that combines the benefits of several nitrogen sources. This product provides excellent color and density in water sensitive areas. This product meets the zero phosphorus standards for application around waterways, wetlands or environmentally sensitive areas.

Bee Natural 24-2-2: is a blended product that combines the energy rich base products with a 3-month poly encapsulated urea. This product was developed for it's cost effective residual color and growth. This product optimizes traditional and organic nutrient technology. This product is ideal for all turf types. This product is ideal for golf and lawn care usage in a 200 SGN granulation. This product is also available in a 24-0-2 zero phosphorus product.

Polysaccharide Micro Nutrient Products for Turf Care

The Sanctuary Polysaccharide product is an organic based micronutrient "Biological Delivery System." This new delivery system provides the micronutrient in a rich carbohydrate protective compound. This unique release method provides the nutrients for plant growth and food for microbial stimulation. Through both foliar and root absorption, these polysaccharides provide the essential plant nutrients for many basic internal plant functions. This translates into turf vigor, growth and plant resilience. Plus, these polysaccharides enhance microbial life by adding this carbohydrate rich energy to the soil system. When applied monthly during the growing season, this method of nutrient release mimics "Mother Nature."

Sanctuary Iron ME: contains a high quality iron that encapsulates the iron into a food grade carbohydrate. Iron is essential for enhancing photosynthesis in the turf. This Poly Iron product provides an outstanding residual color response to the turf. This Poly Iron has both foliar absorption and soil microbial release characteristics that enhances turf uptake.

Sanctuary LDS: Sanctuary LDS is an all natural wetting agent to increase water infiltration while providing an energy rich food for the natural soil microbes. By building the soil microbial populations, these microbes play an essential role in delivering the turf nutrients. Plus, Sanctuary LDS provides another tool to manage water usage when many communities enact summer watering restriction. This product offers another revenue opportunity to enhance profitability.

**Additional 0 Phosphorus products are available upon request. Please contact your Sanctuary distributor for more information.*

www.sanctuaryproducts.com

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