

THE SANCTUARY

A GREENER LAWN CARE SOLUTION



WWW.SANCTUARYPRODUCTS.COM

A **GREENER** LAWN CARE PROGRAM

Lawn Care Companies are being confronted by growing regulations to reduce nutrient and pest control product levels. The homeowner wants a quality lawn but is trending to a...

...GREENER APPROACH BECOMING MORE OF THEIR FAMILY CORE VALUES.

The Sanctuary line of products offer solutions that:

- +** *Reduce Nutrients Usage by Delivering More Sustainable Products*
- +** *Reduce Water Usage by Improving Water Infiltration and Retention*
- +** *Reduce Pesticide Usage by Enhancing Microbial Life that Reduces Agronomic Issues*



“A NATURAL APPROACH TO TURF MANAGEMENT WITH GREENER PRODUCTS, PROGRAMS & SOLUTIONS.”

THE SECRET OF **SOIL HEALTH**

Most turf problems begin in the soil. Pictured is a typical new house construction including the “Dirt” that is the root zone foundation for the home lawn. This is nothing more than **“Tired Urban Soils . . . the Root of All the Turf Problems.”**

The Secret of the Sanctuary products – we build “Soil Health.” Simply, Sanctuary products build back the nutrients and microbial life that was destroyed during construction.

“SANCTUARY PRODUCTS BUILD BACK SOIL HEALTH THAT IS THE FOUNDATION FOR A QUALITY LAWN.”

Sanctuary products contain rich nutritional organic ingredients that explodes the soil microbial populations. By building microbial life, Sanctuary products rejuvenate these **“Tired Urban Soils.”** This improves the soils nutrients and water holding that reduces problems and promotes a Healthy Lawn.



GREENER

LAWN CARE PROGRAMS

Most Lawn Care Companies have relied on a lawn care program designed around traditional fertilizer and pest control products. These types of products and programs are viewed as very cost-effective. But, these programs and products have their hidden costs that are missed like increased service calls for poor performance, customer cancels, and even more agronomic problems.

The New Natural 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 pest management. But, we need to reduce nutrient levels and eliminate some of the pest control products.

THE SANCTUARY OFFERS PROGRAMS THAT ADDRESS THESE CHANGING "FAMILY VALUES FOR A MORE KID, PET AND FAMILY FRIENDLY PROGRAM APPROACH."

1

REDUCED WATER USAGE // Watering restrictions are becoming more commonplace each year due to regional droughts. Sanctuary products offer a "Drought Busting" product option. Sanctuary products promote microbial populations that enhance water infiltration and retention. Simply, water goes farther when Sanctuary products are added into the program.

This program focuses on promoting an active microbial system that enhances water usage and overall turf quality. Sanctuary products do not have to be watered into the turf even in the heat. This creates new revenue opportunities during water restrictions, periods of drought or turf stress.



2

REDUCED NUTRIENT USAGE // These new regulations reduce annual nutrient levels, establish nutrient blackout dates and ban the use of phosphorus fertilizer products. These new regulations require companies to adopt more Sustainable Methods of Nutrient Management.

This program integrates Sanctuary natural and chemical fertilizer products into one program. The Sanctuary products impact all aspects of "Soil Health" by reducing annual nutrient requirements. Hence, products selection, rate and timing become essential for addressing agronomic issues and overall turf quality.

3

REDUCED PESTICIDE USAGE // More communities are limiting the use of pest control products in managing home lawns. These regulations can open the door for new revenue opportunities. Simply, Sanctuary Fertilizer products promote a greener approach while addressing these changing "Family Values." The Sanctuary products promote a healthier environment that can reduce weeds, diseases and insect pressures.

This program focuses on managing good soil nutrient levels and promoting an active microbial system. Simply, a healthy soil is less prone to agronomic problems and the invasion of weeds and pest problems.

LAWN CARE PRODUCTS

Sanctuary Products combine natural ingredients with traditional nutrients to improve agronomic performance. These blends are safe for use on any turf type, weather condition or agronomic problem. These products do not have to be watered into the turf. These products are ideal for areas that are encountering drought conditions. These various product analysis deliver outstanding results and nutrient efficiencies while reducing environmental liabilities. These programs were designed to address the increase trend to reduce pest control products.



COOL SEASON TURF

SPRING -

This application promotes spring residual color and turf recovery from winter damage.

- + ***Provides Residual Color & Growth***
- + ***Builds Turf Density & Rooting***

SUMMER -

This application delivers hot weather stress tolerance, soil health and microbial life.

- + ***Promotes Hot Weather Stress Tolerance***
- + ***Reduces Summer Agronomic Turf Problems***

LATE SUMMER -

This application promotes fall color, summer stress turf recovery, rooting and turf density

- + ***Promotes Turf Recovery and Rooting***
- + ***Delivers Nutrients for Residual Color & Growth***

FALL -

This application continues the recovery process while building color and density.

- + ***Builds Soil Nutrient Levels for Winter Stress Tolerance***
- + ***Adds Nutrition to Promote Microbial Life***

WINTERIZER -

This application builds carbohydrate reserves for winter stress tolerance and spring green up.

- + ***Promotes Carbohydrate Root Reserves***
- + ***Enhances Early Spring Green Up***



WARM SEASON TURF

SPRING -

This application enhances turf transition while reducing winter damage plus promotes excellent color.

- + ***Reduces Spring Transition Damage***
- + ***Promotes Excellent Color and Density***

SUMMER -

This application delivers hot weather wear & stress tolerance, residual color and growth

- + ***Promotes Hot Weather Wear & Stress Tolerance***
- + ***Delivers Outstanding Color & Growth***

LATE SUMMER -

This application delivers hot weather wear & stress tolerance, residual color and growth

- + ***Promotes Turf Density & Rooting Prior to Dormancy***
- + ***Builds Soil Health & Nutrient Reserves***

FALL -

This application builds carbohydrate root reserves and helps establish the over seed.

- + ***Enhances Nutrient and Carbohydrate Reserves***
- + ***Builds Soil Health and Over Seed Turf Density***

WINTERIZER -

This application delivers color and growth to the over seeded turf.

- + ***Promotes Carbohydrate Root Reserves***
- + ***Delivers Winter Color & Growth to the Over Seed***



The science is simple – “The Sanctuary TDN products increase the soil microbial populations that promote a natural sustainable approach. This reduces the amount of nutrients and water required without jeopardizing the turf health nor negatively impacting the environment.”