A REVOLUTIONARY APPROACH TO GREAT LAWN CARE

FEED YOUR LAWN...

...AND YOUR SOIL!

VALUABLE COUPONS INSIDE!
SOIL IS THE FOUNDATION of long-term, healthy lawns. “The New American Lawn Guide” focuses not only on feeding the “top” of your lawn, like all fertilizers on the market, but, unlike all others, nourishes THE SOIL! Healthy soil is the key to a great looking lawn.

Traditional lawn fertilizer programs alone are antiquated! They feed for a short time (usually two months) and deal with the symptoms of poor turf (weeds, disease, etc.) and not the problem (poor soil). In fact, feeding just the lawn every few months is like being on a “sugar” diet, providing a short jolt of energy without yielding sustained health. To make matters worse, lawn fertilizers acidify soil every time they’re used. Lawns MUST have the correct soil biology (organically-rich, aerated soil with healthy microbial populations) and soil chemistry (proper pH) to thrive. Without this essential balance, nutrients that are in – or added to – your soil are wasted! “The New American Lawn” program changes this old approach by “balancing” the nutritional needs of turf with the proper amount of lawn food AND soil food! Yes, that’s right, SOIL FOOD.

Love Your Lawn - Love Your Soil and MAG-I-CAL are the two soil-reviving fertilizers that make “The New American Lawn” truly different from every other lawn program on the market. Love Your Lawn - Love Your Soil organically stimulates soil microbes so they release “trapped” soil nutrients while, at the same time, loosens compacted soil for deeper root growth. MAG-I-CAL adjusts soil pH to insure that nutrients from lawn fertilizers aren’t wasted and the growth of weeds is reduced.

“The New American Lawn” also offers consumers Black Beauty, the BEST grass seed mixtures available on the market today! Remember, a lawn is only as good as the seed it’s started from. Black Beauty grass seed mixes are genetically superior to competitive grass seed mixtures and have the following attributes:

- Roots that grow up to 4’ deep for greater drought tolerance.
- Waxy cuticle coating (similar to that found on an apple) which helps ward off many turf diseases and provides additional drought protection.
- Vertical growth habit for a uniform, sod-like look.
- Incredible dark-green color that will be the envy of the neighborhood.
- Endophyte-enhanced for natural insect resistance.
- Fast germination rate and establishment (within 10 to 14 days).
- Grown by leading sod growers across the United States.

So JOIN THE LAWN CARE REVOLUTION TODAY!
FEED YOUR LAWN...

AND YOUR SOIL!

Not satisfied with your lawn even after you’ve fed it?

That’s because you’re doing HALF the job.

INTRODUCING THE ONLY PROGRAM THAT FEEDS THE LAWN AND THE SOIL.
GREAT LAWNS ARE AS EASY AS

U se genetically superior BLACK BEAUTY grass seed when seeding.

S top soil compaction and stimulate microbes with LOVE YOUR LAWN - LOVE YOUR SOIL.

A djust soil pH with MAG-I-CAL.
Extensive, deep root systems that grow up to 4 feet deep!

Contains an invisible WAXY COATING, like the skin on an apple, that preserves plant moisture and wards off diseases!

Incredible dark-green color and uniform leaf texture.

Naturally insect resistant

Used by leading SOD GROWERS across the U.S.A.

Use BLACK BEAUTY genetically superior grass seed.

Yes, it’s that simple. Your lawn is only as good as the seed it starts from…and there is no grass seed on the market today that rivals the performance of Black Beauty! At Jonathan Green we have continued to improve our lawn grasses in our own turfgrass breeding program. We have developed grasses that are truly innovative and genetically superior. These grasses are capable of producing beautiful lawns that are naturally darker-green in color, even under tough growing conditions. Success cannot be achieved with your lawn without using superior grass seed varieties. So introduce your customers to Black Beauty grass seed mixtures today!

“Once you’ve seen a Black Beauty Lawn, you’ll never forget it!” Jonathan Green
A healthy soil consists of enormous populations of microbes, along with plentiful organic matter. Both are essential in carrying out the necessary biological and chemical processes needed for long-term plant health. Lawns with unbalanced soil, even when given the proper amount of lawn fertilizer, will not grow properly.

Soil microorganisms break down a wide variety of materials, including leaves, animal waste, and other organic – and inorganic – matter, that no other lifeforms can degrade. In fact, these microbes are largely responsible for breaking down and releasing the nutrients and minerals in the soil that grass plants use for energy and growth. Biologically active soil will provide more nutrition and greater resistance to disease, insects, and environmental stresses to lawn grass plants.

Love Your Lawn - Love Your Soil contains a special formula of six, soil-reviving ingredients, (humates, amino acids, molasses, calcium, sulfur, and iron), that encourage soil microbes to breakdown nutrients while, at the same time, loosening hard packed soil for greater air, water, root, and nutrient penetration.
Ajust your soil pH with MAG-I-CAL and increase the ability of your grass to utilize nutrients in the soil.

**What Does The pH Scale Mean To Lawn Soil?**

Soil pH is an indicator of soil acidity or alkalinity, which is caused by the amount of hydrogen held on exchange sites in the soil. It is expressed by a scale of 0 to 14. 7 is a neutral reading; below 7 is an acidic reading; above 7 is an alkaline – or basic – reading. Lawn grass thrives best in readings between 6.2 and 7 (slightly acidic to neutral).

Seemingly small changes in pH readings can mean big changes for lawn grass plants because the pH scale is logarithmic. This means that a pH reading of 5 is ten times more acidic than a pH reading of 6, and one hundred times more acidic than a pH reading of 7. Conversely, a pH reading of 7 is ten times more alkaline than a pH reading of 6, and one hundred times more alkaline than a pH reading of 5.

As stated in the chart below, if your soil is too acidic, then large percentages of your lawn fertilizer can be wasted. It is critical to balance your soil pH because, if left unadjusted, necessary chemical reactions that breakdown nutrients in the soil, whether they are from fertilizer or simply “tied-up” in the soil, will not occur. Therefore, the necessity of a long-term, soil pH program becomes apparent in the development of a vigorous, deep-rooted, healthy lawn that can withstand heat and drought stresses.

<table>
<thead>
<tr>
<th>SOIL ACIDITY</th>
<th>FERTILIZER WASTED</th>
<th>HOW TO APPLY MAG-I-CAL TO CORRECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.5 pH</td>
<td>71%</td>
<td>If pH is 5.0 or below, apply at 1.5 times the regular rate for 3 consecutive months. 2 weeks after the 3rd application, test pH then adjust application schedule accordingly.</td>
</tr>
<tr>
<td>5.0 pH</td>
<td>54%</td>
<td>If pH is 5.1 - 5.5, apply every other month until pH is above 5.5</td>
</tr>
<tr>
<td>5.5 pH</td>
<td>33%</td>
<td>If pH is 5.6 - 5.9, apply in the spring and fall</td>
</tr>
<tr>
<td>6.0 pH</td>
<td>20%</td>
<td>If pH is 6.0 - 6.4, apply once a year</td>
</tr>
<tr>
<td>6.5 pH</td>
<td>0%</td>
<td></td>
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</tbody>
</table>

**The pH Scale For Lawns**

- **HIGHLY ACIDIC**
- **VERY ACIDIC**
- **ACIDIC**
- **IDEAL FOR LAWNS**
- **HIGHLY ALKALINE OR NEUTRAL**
STANDARD PROGRAM
(NO SPRING SEEDING; FALL SEEDING ONLY)

EARLY SPRING:
Apply Crabgrass Preventer plus Green-up to feed the lawn and provide season-long crabgrass prevention. Apply MAG-I-CAL to balance your soil’s pH on the same day.

LATE SPRING:
Apply Weed & Feed to feed the lawn and kill over 250 broadleaf weeds like dandelions, chickweed, clover, and oxalis. Be sure to apply Weed & Feed to a wet lawn (early morning is ideal because of the dew that covers the grass) and do not water afterward for 48 hours.

FALL:
Apply Winter Survival to feed the lawn and help prepare it against the long, harsh winter lying ahead.
If you’re seeding in the fall, apply Winter Survival immediately after applying grass seed.

SUMMER:
Apply Love Your Lawn - Love Your Soil to feed the soil and stimulate its biology. Love Your Lawn - Love Your Soil activates the soil microbes so they break down “trapped” nutrients in the soil. It also loosens hard soil for deeper root growth.

*See our full list of Black Beauty Grass Seed mixtures on page 11
EARLY SPRING:
Apply Crabgrass Preventer plus New Seeding to achieve three results - feeding your lawn, hastening seed germination, and preventing crabgrass.
Apply MAG-I-CAL to balance your soil’s pH on the same day.

LATE SPRING:
Apply Weed & Feed to feed the lawn and kill over 250 broadleaf weeds like dandelions, chickweed, clover, and oxalis. Be sure to apply Weed & Feed to a wet lawn (early morning is ideal because of the dew that covers the grass) and do not water afterward for 48 hours.

FALL:
Apply Winter Survival to feed the lawn and help prepare it against the long, harsh winter lying ahead.

SUMMER:
Apply Love Your Lawn - Love Your Soil to feed the soil and stimulate its biology. Love Your Lawn - Love Your Soil activates the soil microbes so they break down “trapped” nutrients in the soil. It also loosens hard soil for deeper root growth.
ORGANIC PROGRAM
(NO SPRING SEEDING; FALL SEEDING ONLY)

EARLY SPRING:
Apply Organic Weed Control to organically feed your lawn and naturally prevent crabgrass and many other nuisance weeds. Do not seed with this product for 60 - 90 days.

LATE SPRING:
Apply Love Your Lawn - Love Your Soil to feed the soil and stimulate its biology. Love Your Lawn - Love Your Soil activates the soil microbes so they break down “trapped” nutrients in the soil. It also loosens hard soil for deeper root growth.

FALL:
Apply MAG-I-CAL to feed your soil and properly adjust its pH. A well-balanced soil allows your lawn to absorb much more lawn fertilizer and helps control weeds, too.

*See our full list of Black Beauty Grass Seed mixtures on page 11

SUMMER:
Apply Organic Lawn Fertilizer to organically feed your lawn and help your turf tackle harsh winters. It is also the perfect lawn food for seeding projects because it is fortified with Hydretain, an advanced water saving technology designed to cut water costs by up to 30%!
A GRASS SEED FOR EVERY NEED!

PLATINUM SERIES

SUPREME GRASS SEED MIXTURES

GOLD SERIES

PREMIUM GRASS SEED MIXTURES
### Lawn Problems

#### Weeds
- **Crabgrass**
- **Goosegrass**
- **Dandelion**
- **White Clover**
- **Chickweed**
- **Plantain**

#### Insects
- **Grub**
- **Tick**
- **Flea**
- **Ant**
- **Chinch Bug**
- **Sod Webworm**

#### Fungus
- **Red Thread**
- **Leaf Spot**
- **Stripe Smut**
- **Dollar Spot**
- **Brown Patch**
- **Snow Mold**
PROBLEM SOLVERS

Crabgrass & Weed Preventer
- Provides season-long crabgrass control
- Controls 30+ grassy and broadleaf weeds
- Can be applied as late as early-June
- Controls crabgrass before and after it germinates
- Delay seeding for 4 months after application
- Contains Dimension™ weed control, clear, odorless, non-staining

Lawn Weed Control
- Use anytime of the year when weeds are actively growing, spring through fall
- Improved formula with Trimec® 3-way technology provides broadleaf weed control of 200+ lawn weeds including dandelion, clover, and chickweed
- DOES NOT CONTAIN FERTILIZER, use when you want to control weeds without fertilizing
- Delay seeding for 4 weeks after application

Lawn Fungus Control
- Use for both preventative and curative fungus treatments
- Repeat every 30 days if necessary
- Controls Brown Patch, Fusarium Blight, Dollar Spot, Copper Spot, Red Thread, Stripe Smut, Pink Snow Mold, and 20+ diseases
- You may seed with this product

Grub & Insect Control
- Controls grubs and over twenty-five surface feeding insects
- One application kills grubs all season long
- Provides long lasting control, water in after application
- Apply any time - spring through late summer
- You may seed with this product

Organic Insect Control for Lawns and Landscape Areas
- Kills and repels over 100 insect pests
- Uses a patented blend of organic plant oils which works by blocking specific neural pathways called Octopamine Receptors that only exist in insects
- Mammals, birds and fish do not have Octopamine Receptors, so there is no adverse effect on them and is safe and effective
- You may seed with this product

Lawn Moss Control
- Kills moss quickly
- Contains iron, which greens up your lawn
- Do not seed for 14 days after application

Trimec™ is a trademark of PBI Gordon Corp.
**SPREADERS**

Our durable lawn spreaders are designed for fast and accurate applications. They include settings for all Jonathan Green Products. Spreader settings can be found at jonathangreen.com

**“New American Lawn” Rotary Spreader**
- Foam padded handle
- Large 8” pneumatic tires
- Hopper holds up to 10,000 square feet of material

**“Green-Meter” Rotary Spreader**
- Foam grip handle
- Large 12” wheels
- Hopper holds up to 10,000 square feet of material

**“Elite-Green” Rotary Spreader**
- Foam grip handle
- Large 10” pneumatic wheels
- Self-lubricating metal gears
- Finger tip cable control
- Hopper holds up to 10,000 square feet of material

**“Green-Meter” Drop Spreader**
- Foam grip handle
- 18” wide with large wheels
- Hopper holds up to 10,000 square feet of material

**“Black Beauty” Pro-Green Spreader**
- Direct rod control
- 15” taded turf tires
- Metal gears with grease fitting
- Wire mesh filter
- Comes with rain cover
- Capacity 130 lbs.

**Hand Spreader**
- Use for grass seed, fertilizers, ice melters, etc.
- Rust and corrosion resistant Polypropylene
- Built to last - heavy duty!
- Use on lawns and gardens
- Easy on-off flow rate adjuster

**SPREADER PATHS**

**Broadcast Spreader Path**
For best results, apply in a circular pattern starting on the outside and working toward the center. A little overlap of product will ensure complete coverage.

**Drop Spreader Path**
First, apply 2 border strips along the edge of each end of the lawn, overlapping slightly and shutting off the spreader before turning as you reach the edge of the border strips.
The Environmental Benefits of Lawns

- Lawns produce oxygen. A 50 ft. x 100 ft. lawn (5,000 square foot lawn) produces enough oxygen for a family of eight per day.
- Lawns trap dust and absorb pollutants, such as carbon dioxide and sulfur dioxide, making the air fit to breathe.
- Lawns effectively control soil erosion by water, while purifying the water before it passes into the underground water supply.
- Lawns cool the immediate environment, saving on air conditioning costs.

Under my New American Lawn Plan, all of these benefits can be achieved, while greatly reducing your use of water and control products.

How to Determine Your Lawn’s Square Footage

To determine how much you need, multiply the length of your lawn by its width. This equals your total square footage. Deduct any non-lawn areas (house, gardens, etc.)

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<tr>
<th>Length (Feet)</th>
<th>Width (Feet)</th>
<th>Total Square Feet</th>
<th>Non-Lawn Areas (Feet)</th>
<th>Total Square Feet coverage you need</th>
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<tbody>
<tr>
<td>35</td>
<td>25</td>
<td>875</td>
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MOWING GUIDE

Watering Tip

A total of one inch of water per week, including rainfall, is desirable. Watering deeply two or three times a week in the morning for 30-45 minutes, when necessary, is most beneficial for your lawn, encouraging deep root growth. Avoid frequent watering for short periods of time and avoid watering at night, which promotes lawn disease outbreaks.

Do not mow your grass too short. A height of 3 to 3½ inches works best for a healthy lawn by preventing disease and shading the soil to inhibit weed seed germination. Raise the mowing height during summer months. Lawns that are mowed higher require less watering and establish a deeper root structure. Keep your mower blade sharp so that you do not “shred” your grass, making it vulnerable to disease. Do not mow wet grass. Do not cut more than 1/3 of the grass blade. Mow regularly, usually once a week or as necessary. Rotate your mowing patterns. Leave grass clippings on the lawn if possible, as long as they are not in clumps, to decompose and return nutrients and water back into the soil. Mulching mowers work very well and are designed to finely shred clippings. Clippings do not promote thatch.
YOUR PERSONAL LAWN CARE PROGRAM
Use this log to keep your own records. A good program depends on accurate timing and scheduling of applications. Keeping good records = better results!

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<tr>
<th>PRODUCTS</th>
<th>WHEN TO APPLY</th>
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Sign up to receive timely lawn tips [www.jonathangreen.com](http://www.jonathangreen.com)

visit NewAmericanLawn.com • email@jonathangreen.com

DEALER