

A close-up photograph of lush green grass blades, showing their fine texture and vibrant color. The blades are densely packed and appear to be in the middle of growing. A white rectangular text box is positioned in the lower right quadrant of the image.

Making the Sale –  
The EarthCarpet® Product Family

## Making the Sale

Ben Franklin used to say, “The definition of insanity is doing the same thing over and over again and expecting different results.” Yet homeowners make the same, basic lawn mistake year after year—they start with the wrong grass seed.

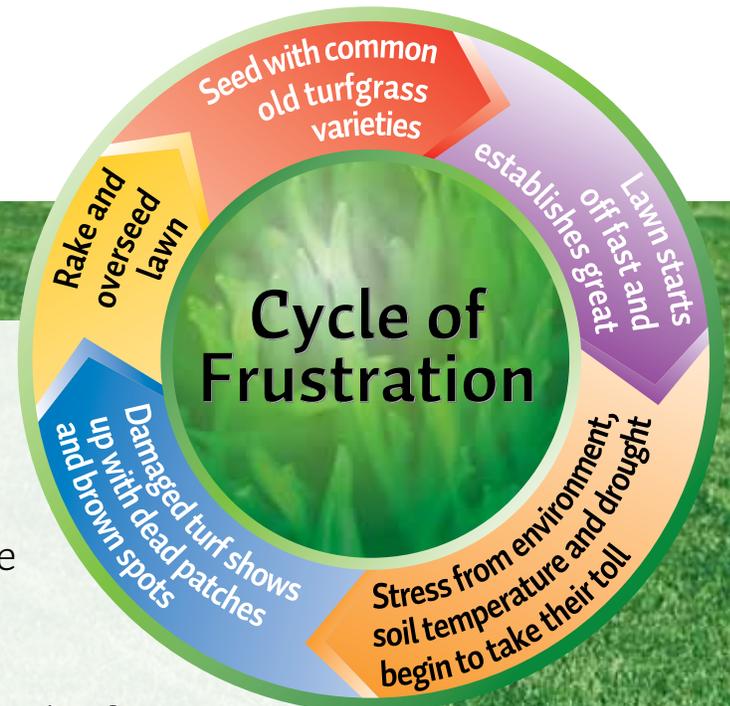
This year, you can put an end to their cycle of frustration. You can match the right seed to the right conditions by asking a few simple questions.

### 4 big questions to ask when a turf customer walks through your door:

1. How will the turf be used?  
(Ornamental lawn? Play area? Athletic field?)
2. How would you describe your current growing/mowing conditions?  
(Poor drainage? Hilly? Sunny/shady? Current irrigation scenario? Loose/compacted soil?)
3. What, if any, problems have you experienced in the past with this lawn?  
(Bare spots? Brown turf? Pests?)
4. Have you performed a soil analysis?

The secret to curb appeal?  
Grass with a pedigree.

Each tiny grass seed contains DNA with its own genetic code for certain traits like disease resistance, wear or drought tolerance, dark green color, fine leaf texture, etc. EarthCarpet® carefully blends these seeds in combinations designed to give your customers the type of lawn they’re looking for.



## Making Your Seed Recommendation

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**As mentioned earlier, each tiny grass seed contains DNA with its own genetic code that exhibits specific traits:**

- Disease tolerant
- Deep green color
- Slow growing for difficult-to-mow areas
- Greens up earlier in the spring
- Withstands wear and tear
- Thrives in sandy soil
- Drought tolerant, and many more



By selecting the right seed varieties and combining them in the right proportions, EarthCarpet® has created seed mixes that can fulfill the wishes of virtually any customer—even unique ones.

For instance, does your customer need to seed a baseball field? EarthCarpet® Pro-Sports Turf contains seed varieties that will green up in time for opening day, take the heat all summer long, and tolerate wear and tear.

**That’s what we mean by “the science is in the seed™.”**

## Recap Their Needs and Offer Your Seed Recommendation

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Keeping in mind the various EarthCarpet® mixtures, recap the customer’s needs aloud. Then allow the customer to choose between the two seed blends that would best meet his needs. Or, if his yard has distinctly different areas, you might recommend a different EarthCarpet® product for each area.

**EXAMPLE OF HOW TO RECAP:** “Okay, so we have a sunny front lawn, dense shade in the backyard and a steep, hard-to-mow slope next to the garage. You have adequate drainage, you have an in-ground irrigation system, but you have a slight tendency toward moss in the shady backyard. So here’s what I recommend. (Point to or pick up each bag as you talk) Park Place or Heritage will give you a lush, dark green front lawn. Shady Place will thrive in your backyard—it should rectify the moss problem and those thinning places. And since mowing that slope next to the garage is such a pain, I recommend a small bag of low-maintenance Care-Free. It’s slow growing, and that will simplify your weekly lawn-mowing chores dramatically. These varieties will give you quick results, you’ll have less disease than before and your lawn is going to be gorgeous.”

## Recap Steps:

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- Greet seed customer, determine how turf is to be used.
- Ask about conditions (sun/shade, irrigation program, sloping yard, clay soil, etc.).
- Probe for any existing problems (bare spots, pests, moss, etc.).
- Ask for results of soil test or offer testing kit.
- Recap customer's needs and recommend appropriate seed mixes.
- Help determine square footage and quantity of seed required.
- Recommend type/quantity of fertilizer.
- Suggest additional items needed for planting (rental equipment, mulch, etc.)
- Ring up sale and provide written instructions for successful planting.

**Remember, your customer's success will be the key to future sales opportunities.**



### **Selling Tip: Nip the “cost” argument in the bud**

Diffuse the cost comparison argument in advance by explaining the hidden costs of using common seed. Always speak in terms of “cost per season” instead of “cost per bag.” As always, the best defense is a good offense.



## blue carpet®

LAWN SEED BLEND

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 3-6 lbs  
Overseeding: 1-2 lbs

A combination of top performing cool season Kentucky bluegrass varieties, Blue Carpet™ will provide a lush, dense, dark green carpet of “fairway quality” turf.

- Early spring green-up
- Good Fall color retention
- Excellent wear tolerance
- Fine texture, dense and uniform

**IDEAL FOR:** - Fine home lawns - Golf course tees and fairways - High performance sports fields

**FORMULATION:** 100% Kentucky Bluegrass (5 elite varieties)

**COLOR:**

- Dark Green

**LIGHT:**

- Full Sun to  
Light Shade

**STRESS TOLERANCE:**

- Excellent Disease Resistance  
- Heat, Cold, Drought and Wear Tolerant

**TEXTURE:**

- Fine

**SOIL:**

- Medium to Heavy



## boulevard

LAWN SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 3-5 lbs  
Overseeding: 2-3 lbs

Developed for use on soils with high pH and soluble salt levels, Boulevard Mix grows well in full sun or light shade on a variety of soil types.

- Thrives in full sun to light shade
- Plant in moderate traffic areas

**IDEAL FOR:** - Starting a new lawn or revitalizing an established home or commercial lawn

**FORMULATION:** 30% Turf-type tall fescue (2 elite varieties); 25% Creeping red fescue (1 elite variety); 25% Alkali grass (1 elite variety); 20% Intermediate ryegrass (1 elite variety)

**COLOR:**

- Medium  
Green

**LIGHT:**

- Full Sun to  
Light Shade

**STRESS TOLERANCE:**

- Withstands Heat & Drought Stress  
- Withstands Moderate Traffic  
- Disease and Salt Tolerant

**TEXTURE:**

- Medium

**SOIL:**

- Thrives in Most  
Soil Types



## care-free

LAWN SEED BLEND

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 4-5 lbs  
Overseeding: 2-3 lbs

Care-Free Mix is the perfect solution for difficult to manage sites! This mixture of fine fescues thrives in infertile, dry soils, deep shade and wherever turfgrass is neglected, tortured or forgotten.

- Excellent for soil stabilization and naturalizing
- Perfect for areas where water and fertilizer conservation is important
- Minimal maintenance requirements, once well-established

**IDEAL FOR:** - Low or no maintenance areas - Non-mowed slopes - Areas where watering and/or fertilizing is restricted or prohibited

**FORMULATION:** 10% Blue fescue (1 elite variety); 30% Creeping red fescue (2 elite varieties); 35% Chewings fescue (2 elite varieties); 25% hard fescue (1 elite variety)

**COLOR:**

- Medium to  
Dark Green

**LIGHT:**

- Full Sun to  
Deep Shade

**STRESS TOLERANCE:**

- Heat, Drought and Cold Tolerant

**TEXTURE:**

- Fine, Dense  
and Low Growing

**SOIL:**

- Thrives in Most  
Soil Types



## champion

LAWN / FEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
 New Seeding: 5-8 lbs  
 Overseeding: 2-4 lbs

Developed especially for renovation of athletic fields and other high traffic areas.

- Excellent performance blend of turf-type perennial ryegrasses
- Very quick to germinate and establish
- Provides a durable turf on heavily compacted areas
- Improved genetic color, fine texture and mowability

**IDEAL FOR:** - Renovating athletic fields and other high traffic areas  
**FORMULATION:** 100% Turf-type perennial ryegrass (4 elite varieties)

**COLOR:**

- Medium to Dark Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

- Heat Tolerant  
 - Winter Hardy  
 - Excellent Disease Resistance

**TEXTURE:**

- Fine

**SOIL:**

- Thrives Well in Most Soil Types



## deep shade

LAWN / FEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
 New Seeding: 4-5 lbs  
 Overseeding: 2-3 lbs

A mixture formulated for heavily shaded home lawns or commercial properties.

- Quick germination and establishment
- Dark green with fine leaf texture
- Very shade tolerant, once established

**IDEAL FOR:** - Schools and parks - Golf course roughs - Home lawns and commercial properties  
**FORMULATION:** 30% Creeping red fescue (1); 25% Chewings fescue (1 elite variety); 20% Hard fescue (1 elite variety); 15% Intermediate ryegrass (1 elite variety); 10% Kentucky bluegrass (1)

**COLOR:**

- Dark Green

**LIGHT:**

- Full Sun to Deep Shade

**STRESS TOLERANCE:**

- Shade and Drought Tolerant

**TEXTURE:**

- Medium to Fine

**SOIL:**

- Thrives on All Soil Types



## green resistor®

LAWN / FEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
 New Seeding: 8-10 lbs  
 Overseeding: 4-6 lbs

This blend of excellent turf-type tall fescue varieties allows the turf to stay green during periods of heat, drought and disease stress – especially during Brown Patch season. Once well-established, Green Resistor® can stay green even where limited or minimal moisture is available.

- Full sun to moderate shade
- Medium texture with dark green color
- Includes spreading-type varieties for strong persistence
- Salt tolerant turfgrass choice

**IDEAL FOR:** - Fine home lawns - Golf course tees and fairways - Commercial property turf  
**FORMULATION:** 100% Turf-type tall fescue (4 elite varieties)

**COLOR:**

- Dark Green

**LIGHT:**

- Full Sun to Moderate Shade

**STRESS TOLERANCE:**

- Excellent Heat and Drought Tolerance  
 - Winter Hardy with Earlier Spring Green-up  
 - Excellent Disease Resistance (especially Brown Patch)

**TEXTURE:**

- Medium

**SOIL:**

- Light to Heavy



# heritage

LAWN / FEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 3-6 lbs  
Overseeding: 2-4 lbs

A mixture of premium turfgrass varieties that quickly establishes a lush, durable lawn in sun or light shade. Excellent for starting new lawns or revitalizing existing turf.

- Rapid germination and establishment
- Tough, persistent turf

**IDEAL FOR:** - New home lawns - Revitalizing existing home or commercial turf  
**FORMULATION:** 65% Kentucky bluegrass (3 elite varieties); 35% Turf-type perennial Ryegrass (2 elite varieties)

**COLOR:**

- Medium to Dark Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

- Withstands Heat and Drought  
- Extremely Winter Hardy  
- Tolerates Moderate Traffic

**TEXTURE:**

- Medium to Fine

**SOIL:**

- Medium to Heavy



# madison parks®

LAWN / FEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 4-5 lbs  
Overseeding: 2-3 lbs

This premium, top performance mixture of superior turfgrass varieties thrives in full sun or light shade.

- Excellent for new lawns or upgrading existing turf
- Ideal for moderate traffic areas
- Establishes quickly and permanently

**IDEAL FOR:** - All levels of home lawns - Public parks and school grounds  
**FORMULATION:** 50% Kentucky bluegrass (4 elite varieties); 25% Creeping red fescue (1 elite variety); 25% Turf-type perennial ryegrass (1 elite variety)

**COLOR:**

- Medium to Dark Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

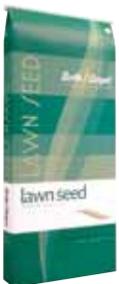
- Withstands Heat and Drought  
- Highly Disease Resistant  
- Extremely Winter Hardy

**TEXTURE:**

- Medium Fine

**SOIL:**

- Thrives Well in Nearly All Soil Types



# michigan green®

LAWN / FEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 6-8 lbs  
Overseeding: 3-5 lbs

Our special economy mixture of grasses. Fast to germinate and establish, and thrives in either sun or light shade. This mixture was specifically formulated to be easy on your budget.

- Starts fast and grows rapidly
- May require overseeding in a few years
- Good choice for quick results

**IDEAL FOR:** - Excellent choice for the Great Lakes Region  
**FORMULATION:** 15% Kentucky bluegrass (1); 40% Creeping red fescue (1); 15% Perennial ryegrass (1); 30% Annual ryegrass (1)

**COLOR:**

- Medium Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

- Withstands Heat and Drought Stress

**TEXTURE:**

- Medium to Coarse

**SOIL:**

- Thrives in Most Soil Types



## multi purpose

LAWN / EED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
 New Seeding: 4-6 lbs  
 Overseeding: 2-3 lbs

An economical mixture for variable conditions.  
 Quick to establish in either sun or light shade.  
 Excellent choice for large commercial properties.

- Fast starting
- Persistent turf

**IDEAL FOR:** - Home lawns - Parks and commercial landscapes  
**FORMULATION:** 60% Kentucky bluegrass (1); 20% Chewings fescue (1); 20% Perennial ryegrass (1)

**COLOR:**  
 - Medium Green

**LIGHT:**  
 - Full Sun to Light Shade

**STRESS TOLERANCE:**  
 - Heat, Drought and Cold Tolerant

**TEXTURE:**  
 - Medium to Fine

**SOIL:**  
 - Does well in Any Soil Type



## park place

LAWN / EED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
 New Seeding: 4-6 lbs  
 Overseeding: 2-4 lbs

Our best all-around lawn mixture will make you the envy of the neighborhood. Park Place® contains tough turfgrass species for a dense, medium textured lawn.

- Fast establishment
- Easy to maintain
- Grows under varying conditions

**IDEAL FOR:** - Home lawns - Parks and school grounds  
**FORMULATION:** 50% Kentucky bluegrass (4); 25% Perennial ryegrass (1); 25% Creeping red fescue (1)

**COLOR:**  
 - Medium Green

**LIGHT:**  
 - Full Sun to Light Shade

**STRESS TOLERANCE:**  
 - Resists Heat and Drought  
 - Winter Hardy  
 - Moderate Traffic

**TEXTURE:**  
 - Medium Fine

**SOIL:**  
 - Thrives in Most Soil Types



## pro-sports turf

LAWN / EED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
 New Seeding: 3-4 lbs  
 Overseeding: 2-3 lbs

Great turf for new seeding or renovating football, soccer & baseball fields, as well as playgrounds. This mixture was developed to provide durable, high quality turf on high traffic sites.

- Resistant to diseases common in highly managed turf
- Excellent winter hardiness
- Superior wear tolerance and recovery
- Excellent spring and fall vigor
- Superior mid-summer performance

**IDEAL FOR:** - Baseball, Football, Soccer fields - Golf course tees & fairways - Fine home lawns  
**FORMULATION:** 80% Kentucky bluegrass (5 elite varieties); 20% Turf-type perennial ryegrass (1 elite variety)

**COLOR:**  
 - Medium to Dark Green

**LIGHT:**  
 - Full Sun to Light Shade

**STRESS TOLERANCE:**  
 - Disease Resistant  
 - Heat, Drought and Cold Tolerant  
 - Withstands Heavy Traffic

**TEXTURE:**  
 - Medium

**SOIL:**  
 - Medium to Heavy



## quick-2-gro

LAWN / SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 4-5 lbs  
Overseeding: 2-3 lbs

Economical turfgrass mixture for full sun to light shade.  
- Germinates quickly and grows rapidly  
- Excellent choice when fast results are required

**IDEAL FOR:** - Home lawns and commercial properties

**FORMULATION:** - 25% Perennial ryegrass (1); 25% Kentucky bluegrass (1); 25% Annual ryegrass (1); 10% Creeping red fescue (1); 15% Chewings fescue (1 elite variety)

**COLOR:**

- Medium Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

- Withstands Heat and Drought

**TEXTURE:**

- Medium to Coarse

**SOIL:**

- Medium to Heavy Soils  
- Will Perform on Damp Sites



## ready lawn

LAWN / SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 6-8 lbs  
Overseeding: 3-4 lbs

A fast germinating turf, ideally suited to use on home lawns, parks and commercial landscapes.  
- Rapid germination and establishment  
- Handles variable growing conditions

**IDEAL FOR:** - Home lawns and commercial turf - Parks and school grounds

**FORMULATION:** 65% Turf-type perennial ryegrass (2 elite varieties); 25% Kentucky bluegrass (1 elite variety); 10% Chewings fescue (1 elite variety)

**COLOR:**

- Medium to Dark Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

- Heat and Drought Tolerant

**TEXTURE:**

- Medium Fine

**SOIL:**

- Tolerates Most Soil Types



## ryte rye®

LAWN / SEED BLEND

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 8-10 lbs  
Overseeding: 4-5 lbs

Quick establishing, dark green turf with good wear tolerance.

- Durable turf for compacted soils
- Germinates quickly and establishes easily
- Dark green color

**IDEAL FOR:** - Home lawns and commercial turf - Playgrounds, parks and school properties

**FORMULATION:** 100% Turf-type perennial ryegrass (3 elite varieties)

**COLOR:**

- Medium to Dark Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

- Withstands Heat and Cold  
- Good Disease Resistance

**TEXTURE:**

- Fine to Medium

**SOIL:**

- Thrives on Most Soils



## shady place®

LAWN / SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 4-5 lbs  
Overseeding: 2-3 lbs

Ultimate choice for light to dense shade. Shady Place® grows vigorously, and adapts to a wide variety of soil types and moisture conditions.

- Seeding new lawns or revitalizing “thinned out” shaded areas in the landscape
- Use for low to moderate traffic turf
- Greens up quickly in Spring

**IDEAL FOR:** - Home lawns with moderate sun to densely shaded areas

**FORMULATION:** 20% Kentucky bluegrass (2 elite varieties); 20% Chewings fescue (1 elite variety); 20% Creeping red fescue (1 elite variety); 20% Hard fescue (1 elite variety); 20% Perennial ryegrass (1 elite variety)

**COLOR:**

- Dark, Jade Green

**LIGHT:**

- Full Sun to Deep Shade

**STRESS TOLERANCE:**

- Withstands Heat and Drought  
- Extremely Winter Hardy  
- Disease Resistant (Especially Powdery Mildew)

**TEXTURE:**

- Medium Fine

**SOIL:**

- Thrives on Most Soil Types  
- Performs Well on Damp Soils or Light, Sandy Soils



## spartan® GRADE A

LAWN / SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 4-6 lbs  
Overseeding: 2-4 lbs

This high quality mixture of grasses was especially designed for reduced maintenance and low input lawns.

- All fine-bladed, elite varieties
- Excellent summer heat and drought tolerance
- Superior disease and insect resistance
- Low to moderate traffic areas

**IDEAL FOR:** - Low to medium maintenance areas where a beautiful lawn is desired

**FORMULATION:** 40% Kentucky bluegrass (2 elite varieties); 20% Chewings fescue (1 elite variety); 20% Creeping red fescue (1 elite variety); 20% Turf-type perennial ryegrass (2 elite varieties)

**COLOR:**

- Medium to Dark Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

- Withstands Heat and Drought  
- Extremely Winter Hardy  
- Disease and Pest Resistant

**TEXTURE:**

- Medium to Fine

**SOIL:**

- Thrives on Most Soil Types



## sports parks OS

LAWN / SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 4-7 lbs  
Overseeding: 2-3 lbs

Perfect choice for parks and school playgrounds or sports fields.

- Fast establishment
- Good wear tolerance
- High disease resistance

**IDEAL FOR:** - Public parks - Sports fields - School playgrounds

**FORMULATION:** 50% Kentucky bluegrass (3 elite varieties); 50% Turf-type perennial ryegrass (2 elite varieties)

**COLOR:**

- Dark Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

- Heat and Drought Tolerant  
- Disease and Pest Resistant  
- Winter Hardy

**TEXTURE:**

- Medium Fine

**SOIL:**

- Thrives on Most Soil Types



# sun and shade

LAWN / SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 4-5 lbs  
Overseeding: 2-3 lbs

The ideal choice for homeowners who have mixed sun and shade areas.

- Fine textured
- Quick establishment

**IDEAL FOR:** - Home lawns and commercial landscapes - Public parks and schoolyards

**FORMULATION:** 30% Kentucky bluegrass (1); 20% Turf-type perennial ryegrass (2 elite varieties); 10% Hard fescue (1 elite variety); 20% Creeping red fescue (1 elite variety); 20% Chewings fescue (1 elite variety)

**COLOR:**

- Medium to Dark Green

**LIGHT:**

- Full Sun to Moderate Shade

**STRESS TOLERANCE:**

- Resistant to Drought and Heat
- Extremely Winter Hardy
- Disease Resistant

**TEXTURE:**

- Medium Fine

**SOIL:**

- Thrives on Most Soil Types



# sunny place®

LAWN / SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 4-5 lbs  
Overseeding: 2-3 lbs

Excellent turf choice for sunny lawn projects on a budget. Sunny Place® establishes fast and produces a dark green, fine-bladed lawn.

- Good disease resistance
- No coarse textured, annual grasses

**IDEAL FOR:** - Home lawns and commercial landscapes - Parks and general turf sites

**FORMULATION:** 33% Kentucky bluegrass (1); 33% Creeping red fescue (1); 34% Perennial ryegrass (1 elite variety)

**COLOR:**

- Medium to Dark Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

- Good Heat and Drought Tolerance
- Winter Hardy Turf

**TEXTURE:**

- Medium Fine

**SOIL:**

- Thrives on Most Soil Types



# survivor

LAWN / SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 5-6 lbs  
Overseeding: 3-5 lbs

Specially formulated for athletic fields and playgrounds, looking for an economical seed choice. This mixture thrives even under constant use. Survivor is highly stress tolerant and requires minimal care.

- Forms a tough, durable turf
- Tolerates constant use
- Heat and drought tolerant
- Good in sun or shade

**IDEAL FOR:** - Economical, utility lawn mix - Difficult to maintain turf sites - Sports fields and public parks

**FORMULATION:** 40% Turf-type tall fescue (1 elite variety); 15% Creeping red fescue (1); 15% Chewings fescue (1 elite variety); 15% Kentucky bluegrass (1); 15% Perennial ryegrass (1)

**COLOR:**

- Medium Green

**LIGHT:**

- Full Sun to Moderate Shade

**STRESS TOLERANCE:**

- Withstands Heat and Drought
- Disease Resistant
- Winter Hardy

**TEXTURE:**

- Medium to Coarse

**SOIL:**

- Thrives on Most Soil Types



## tuff-stuff®

LAWN / EED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
 New Seeding: 8-10 lbs  
 Overseeding: 4-6 lbs

Superior turfgrass varieties that provide the best overall drought, insect and disease-tolerant turf. Excellent for areas where high quality turf is important and lower maintenance is desired. Tuff-Stuff® forms a rugged, durable turf that stands up to constant use.

- Fast germination and establishment
- Highly stress tolerant
- Tolerates heat, drought and poor soils
- Less management required

**IDEAL FOR:** - Lawn mixture for poor soil sites - Athletic fields, playgrounds and parks

**FORMULATION:** 90% Turf-type tall fescue (3 elite varieties); 10% Kentucky bluegrass (2 elite varieties)

**COLOR:**

- Medium to Dark Green

**LIGHT:**

- Full Sun to Deep Shade

**STRESS TOLERANCE:**

- Excellent Heat and Drought Tolerance  
 - Disease Resistant  
 - Excellent Insect Resistance  
 - Winter Hardy

**TEXTURE:**

- Medium to Coarse

**SOIL:**

- Thrives on Most Soil Types



## velvetread®

LAWN / EED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
 New Seeding: 3-4 lbs  
 Overseeding: 2-3 lbs

This elite mix is well suited for full sun or light shade. Velvetread® will produce a dense, velvety lawn that is both disease resistant and tolerant to summer stress.

- Thrives in full sun to light shade
- Plant in moderate traffic areas

**IDEAL FOR:** - New home or commercial property lawns - Revitalizing existing lawns

**FORMULATION:** 40% Kentucky bluegrass (2); 10% Chewings fescue (1 elite variety); 10% Creeping red fescue (1); 40% Turf-type perennial ryegrass (2 elite varieties)

**COLOR:**

- Medium Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

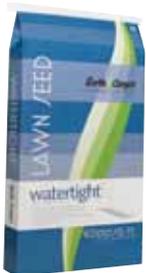
- Withstands Heat and Drought  
 - Disease Resistant  
 - Handles Moderate Traffic

**TEXTURE:**

- Medium

**SOIL:**

- Thrives on Most Soil Types



## watertight®

LAWN / EED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
 New Seeding: 8-10 lbs  
 Overseeding: 4-6 lbs

This blend of turf-type tall fescue varieties maintains green turf during periods of heat, drought and disease stress. Once well-established, Watertight® can stay green even where rainfall or irrigation is limited.

- Full sun to medium shade
- Medium-coarse texture with dark green color
- Very salt tolerant turf

**IDEAL FOR:** - Fine home lawns - Golf course tees and fairways - Commercial property turf

**FORMULATION:** 100% Turf-type tall fescue (3 elite varieties)

**COLOR:**

- Dark Green

**LIGHT:**

- Full Sun to Moderate Shade

**STRESS TOLERANCE:**

- Excellent Heat and Drought Tolerance  
 - Winter Hardy  
 - Excellent Disease Resistance (especially Brown Patch)

**TEXTURE:**

- Medium to Coarse

**SOIL:**

- Thrives on Most Soil Types



# watertight<sup>®</sup> 90/10

LAWN / SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 8-10 lbs  
Overseeding: 4-6 lbs

This blend of turf-type tall fescue and perennial ryegrass can stay green during periods of heat, drought and disease stress. Once well-established, Watertight<sup>®</sup> 90/10 can stay green even where rainfall or irrigation is limited due to drought conditions.

- Fast germination and establishment
- Full sun to medium shade
- Salt tolerant turf

**IDEAL FOR:** - Fine home lawns - Golf course tees and fairways - Commercial property turf  
**FORMULATION:** 90% Turf-type tall fescue (3 elite varieties); 10% Turf-type perennial ryegrass (1 elite variety)

**COLOR:**

- Dark Green

**LIGHT:**

- Full Sun to Moderate Shade

**STRESS TOLERANCE:**

- Excellent Heat and Drought Tolerance
- Winter Hardy
- Excellent Disease Resistance (especially Brown Patch)

**TEXTURE:**

- Medium

**SOIL:**

- Light to Heavy



# watertight<sup>®</sup> 80/20

LAWN / SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 8-10 lbs  
Overseeding: 4-6 lbs

This blend of turf-type tall fescue and perennial ryegrass stays green longer during periods of heat, drought and disease stress. Once well-established, Watertight<sup>®</sup> 80/20 may green even where rainfall or irrigation is limited due to drought conditions.

- Fast germination and establishment
- Full sun to medium shade
- Salt tolerant turf

**IDEAL FOR:** - Fine home lawns - Golf course tees and fairways - Commercial property turf  
**FORMULATION:** 80% Turf-type tall fescue (3 elite varieties); 20% Turf-type perennial ryegrass (1 elite variety)

**COLOR:**

- Dark Green

**LIGHT:**

- Full Sun to Moderate Shade

**STRESS TOLERANCE:**

- Excellent Heat and Drought Tolerance
- Winter Hardy
- Excellent Disease Resistance (especially Brown Patch)

**TEXTURE:**

- Medium

**SOIL:**

- Light to Heavy



# watertight<sup>®</sup> 80/10/10

LAWN / SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 8-10 lbs  
Overseeding: 4-6 lbs

This blend of turf-type tall fescue, Kentucky bluegrass and intermediate ryegrass establishes very rapidly. Watertight<sup>®</sup> 80/10/10 may remain green longer during periods of heat, drought and disease stress. Once well-established, Water Tight 80/10/10 remains green when rainfall or irrigation is limited due to drought conditions.

- Very rapid germination and establishment
- Full sun to medium shade
- Salt tolerant turf

**IDEAL FOR:** - Home lawns - Golf course tees and fairways - Commercial property turf  
**FORMULATION:** 80% Turf-type tall fescue (3 elite varieties); 10% Kentucky bluegrass (1); 10% Intermediate ryegrass (1 elite variety)

**COLOR:**

- Medium to Dark Green

**LIGHT:**

- Full Sun to Moderate Shade

**STRESS TOLERANCE:**

- Excellent Heat and Drought Tolerance
- Winter Hardy
- Excellent Disease Resistance (especially Brown Patch)

**TEXTURE:**

- Medium

**SOIL:**

- Light to Heavy



## wear-n-tear™

LAWN SEED MIXTURE

**Seeding Rate** (lbs/1000 sq. ft.):  
New Seeding: 4-6 lbs  
Overseeding: 2-3 lbs

This mixture of tough, vigorous varieties easily withstands the abuse of continual use and high traffic.

- Excellent for high traffic areas such as backyards and athletic fields
- Fast establishment, with reduced maintenance needs
- Durable green carpet that withstands summer stress

**IDEAL FOR:** - High-use home lawns - Athletic fields - Playgrounds and school yards

**FORMULATION:** 50% Kentucky bluegrass (3 elite varieties); 40% Turf-type perennial ryegrass (2 elite varieties); 10% Creeping red fescue (1 elite variety)

**COLOR:**

- Medium to Dark Green

**LIGHT:**

- Full Sun to Light Shade

**STRESS TOLERANCE:**

- Withstands Heat and Drought,  
- High Disease Resistance  
- Tolerant of Traffic and Constant Use  
- Extremely Winter Hardy

**TEXTURE:**

- Medium Fine

**SOIL:**

- Thrives on Most Soil Types

## Seed Variety Characteristics

### Fine Fescues

Three grasses go under the common name of fine fescue: chewings fescue, creeping red fescue, and hard fescue. All survive extreme cold and combine well with other cool-season grasses. None of the fine fescues tolerate wear and tear, but they have the unusual talent of being able to grow in dry shade. Hard fescue has a strong bunching habit that makes it appear less refined than other lawn grasses, but will persist in difficult sites that are unusually cold, windy and dry.

The fescues are cool season grasses that are adapted to the transition zone and into Canada. The fescue species are easily seeded and all share the same variety characteristics with the three dominant ones being shade tolerance, staying green all year, and having good drought resistance. Fine Fescues are more cold and shade tolerant than Tall Fescue, but both are used throughout much of the Central to Northern USA states. They require less fertilizer and moisture than any of the lawn grasses adapted to the cool or Northern regions of the United States. Thus, they have the lowest overall maintenance requirements. They are well adapted to poor, sandy soils of low fertility and will tolerate soil acidity within the pH range of 5.0 to 6.5. Fine Fescues germinate rapidly and establish generally without delay. Thus, they are excellent choices for reseeding thin and rundown lawns.

### Chewings Fescue



**Blade:** Folded, boat-shaped tip  
**Ligule:** Clear, short  
**Collar:** Smooth  
**New Leaf:** Folded

**THE FOUR HALLMARKS OF TURFGRASS QUALITY: JUST AS DIAMONDS HAVE THE FOUR C'S (CUT, COLOR, CLARITY AND CARET WEIGHT), TURF HAS ITS OWN BENCHMARKS FOR QUALITY:**

- 1. COLOR**—THE DARKER THE GREEN, THE HIGHER THE QUALITY
- 2. TEXTURE**—THE FINER THE TEXTURE, THE HIGHER THE QUALITY
- 3. UNIFORMITY**—UNIFORM TURF TRUMPS CLUMPY TURF
- 4. DENSITY**—THICKER TURF IS SUPERIOR TO THIN, OPEN TURF

## Kentucky Bluegrass

Kentucky bluegrass is a cool-season grass that grows best during the fall, winter, and spring months when temperatures are cool. Its growth slows during the warm summer months. Kentucky bluegrass prefers full sun, but will tolerate some shade. This species is used widely throughout the U.S. where it is well adapted, but it has a poor summer performance in areas with warm to hot temperatures. When stressed by temperatures, lack of water, or poor soils, Kentucky bluegrass can be susceptible to disease and weed invasion. It can tolerate cold winters, but has a relatively low tolerance for heat and is only moderately drought tolerant. During the summer months, if stressed for water, Kentucky bluegrass can go dormant. It has moderate wear tolerance, recovering quickly from some abuse.

Kentucky bluegrass provides a dark-green, medium-textured turf. Grass color ranges from bright green to deep bluish green. This species spreads by underground rhizomes that can self-repair injured, worn, or damaged spots. Kentucky bluegrass produces a dense turf. It is moderate to high maintenance and makes beautiful home and sports grasses.

## Tall Fescue

Tall fescue is a cool-season grass, well adapted to sunny or partially shady areas. When densely sown, a pure stand forms a moderate to coarse-textured lawn that is uniform in appearance with good weed and disease resistance. Tall fescue tolerates warm summer temperatures and stays green during cool, but not severe winter conditions. New varieties that are finer in texture and shorter in stature are known as turf-type tall fescues and dwarf turf-type tall fescues. Tall fescue is a good species to plant for general lawn use and is the most common lawn grass in California.

Tall fescue is a coarse-textured medium to dark-green grass. It has an extensive root system is low maintenance, and will tolerate moderate traffic and infrequent mowing. Because tall fescue has a bunch-type growth habit, rather than a creeping-type, open areas may develop and need to be reseeded. This species is not well adapted to high altitudes.

## Ryegrasses - Annual & Perennial

Ryegrasses were brought to the USA from Europe and are now grown and planted throughout the country. These bunch grasses have two basic types; annual and perennial. Each type is planted as a pure strain or used in mixtures depending on the specific lawn use desired. Do not confuse these two kinds as being the same. They are adapted into lawns mainly for their fast growing ability as a cool season grass. Perennial is a permanent lawn choice in more cooler climate areas, and annual is seeded yearly and lives for one season. Ryegrasses (both annual and perennial) can be grown on their own in the northern states for lawns. In many areas of the country, largely because this grass is so versatile, it is incorporated in seeding mixtures with other grasses.

Bright green, fast growing, and prolific; the ryegrasses do much for lawns by adding contrasting color to early spring flowers, trees and shrubs.

### Kentucky Bluegrass



**Blade:** V-shaped, boat-shaped tip  
**Ligule:** Clear, cropped  
**Collar:** Smooth, yellowish-green  
**New Leaf:** Folded

### Tall Fescue



**Blade:** Broad, flat, blunt  
**Ligule:** Clear, long, cropped  
**Collar:** Heavy  
**New Leaf:** Rolled

### Perennial Ryegrass



**Blade:** Flat, sharp tip  
**Ligule:** Clear, long, cropped  
**Collar:** Narrow  
**New Leaf:** Folded