



# Revolution Review

GREEN AND GROWING STRONG

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## New Tests. More Success.

Thanks, in large part, to the success of our turf soil testing kits, Turf Revolution is adding three new soil test kits to help our contractors, retailers and of course, their customers. The kits work in exactly the same way as our turf soil test kits.

The customer purchases the kit, takes some representative soil samples, mixes them, fills the bag with the mixed soil sample and then puts the sample in the postage paid box. The customer will still fill in the remittance form and should still be told to tape the ends of the box securely. They simply put the box into the mail and can expect to see their results back in 7 to 10 business days. The soil test report will have the same easy to understand bar graph on the first page and the recommendations on the second page will still come back in layman's terms. However, we have made one improvement to the second page. The customer will now see a picture of the products called for in their recommendations. This will help them to find the products they need in your store. Easier just got better!

The first kit is a soil test for flower gardens. Whenever a customer is having challenges with their flowering plants this kit is the best answer. Instead of having your staff guess at the problems, let the fully accredited lab tell your customer what they need to do in order to have a beautiful, flowering garden.



The second kit is for trees and shrubs. Trees and shrubs add value to our properties in lots of ways. This kit is the best way to ensure that this value is protected. This kit should be a natural up-sell to any customer purchasing trees, shrubs and any other ornamental plants.

The third kit is for vegetable gardens. Vegetable gardening has exploded in popularity over the last couple of years. There are many reasons for this, but the number reason for people growing their own vegetables in every poll is taste. People are tired of the bland tasting, mass produced veggies that they find in their local grocery store. One way to ensure great tasting vegetables is to make sure they are getting all of the nutrients that they need. It takes more than just fertilizer. A soil test will help to provide abundant harvests.

Some retailers are considering extending the warranties on plants provided that the customer purchases and then uses one of these kits. The kits help the retailer give the right products to the consumer to ensure a balanced fertility program and a healthy, vigorous plant with a better chance of survival. In an age where one mistake can cost you a customer for life and competition seems to be everywhere, what better way is there to build consumer loyalty than a soil test kit that promotes a partnership in plant health care between the retailer and the consumer?

Retailers in the green industry have to be more than just a place to buy plants. Anyone can sell plants. Retailers have to become a place where consumers can find solutions, and only the smart retailers can do that.

## RETAIL SPOTLIGHT:

# Greenland Garden Centre – Doing it right

by Tammy Lawrence

Recently I had the privilege of traveling to Edmonton Alberta to attend an anniversary event and an “ask the experts” day at Greenland Garden Centre. If there was ever a retailer I would love to clone, it would be them!



They just simply do it right.

This year marks the 50th Anniversary of Greenland Garden Centre, located just minutes east of Edmonton on the north side of Sherwood Park Alberta. Greenland is a year round destination for gardening, home décor and so much more.

I was particularly impressed with the staff at Greenland. They are incredibly friendly and knowledgeable, which is not an easy task when you employ 140 staff members during peak season. Owners, Deborah, Tim, Wayne and Rod, understand the importance of customer service and invest a considerable amount of time in training their staff. For one hour every Saturday morning, their Staff attends “tree school” where they learn everything there is to know about the plant material they sell at the garden centre. Of course, their customers are always welcome to join them. This is what makes their Greenland Garden Club membership so successful. They

offer more than 100 classes per year for their staff and customers, which provide training in all aspects of horticulture from “how to make a wreath” to “how to plant a tree”.

I asked Ed Ashmore, senior buyer, if they were happy with the Turf Revolution product line. “Ecstatic! We put the product in a prime location because we really like the packaging and we are thrilled with the success. The staff is jazzed about the product and with the support from Turf Revolution, it’s an easy sell.

“The brochures and point-of-purchase material support our educational approach with our customers,” says Ed. “The product performed so well when it hit the floor at the beginning of the season that we cross-

merchandised it throughout the garden centre, giving it multiple locations.”

Ed went on to tell me that they’ve featured the Turf Revolution product line in several newsletters and on the radio

program that Deborah Sirman, one of the four owners, does every Sunday morning. They love that the Turf Revolution product line is complete and supports an organic approach for both the lawn and the garden. Most

customers are purchasing multiple bags which has increased their fertilizer sales.

Greenland was chosen “Canada’s best garden center this year” and it’s easy to see why. An independent consultant from the U.K.

visited 50–75 garden centres across Canada and graded them on 103 different criteria while secretly visiting the store. Greenland was the clear winner.

Next time you’re in Edmonton, I recommend you drop in, have some lunch at their cozy little cappuccino bar and be inspired by a garden centre that just “does it right!”



## 5 Steps to Profit

With all of the competition in the retail market these days it is more important than ever to grab those consumer dollars. Each customer represents an opportunity to make a sale, but customers are hanging on to those dollars tighter than ever before. They are demanding both quality and value.

This is the primary reason that Turf Revolution pioneered its **Green In 5 Easy Steps** program. This easy to follow program is comprised of a soil test, three bags of 5-1-5 and one bag of 8-1-6. We have a trifold brochure and a consumer-focused newsletter available to support retailers and educate their customers.

Many retailers are enjoying great success by offering this program at a discounted rate. They are aware that most consumers simply

grab a bag of fertilizer whenever and wherever the mood strikes them. With everyone from grocery stores to large scale retail chains offering fertilizer, that consumer has ample opportunity to spend their money somewhere else. Selling the program to the consumer while they are at the store guarantees that their dollars are spent in that store and not someplace else.

Offering the consumer Turf Revolution’s 5-step program at a slight discount not only gives them a top quality fertilizer and great value, it will also give them a program that has a science based approach to success.

Quality, value and quantifiable results. Our **Green In 5 Easy Steps** program is your program for improved profits.





"A new lifestyle for your lawn and garden"

# 2011 Early Booking Programs

## 1 Five Steps to Green Success (2 pallets)

- 24 Lawn Soil Test Kits
- 50 Green Acres 5-1-5 (9 kg/20 lbs)
- 50 Green Revival 8-1-6 (9 kg/20 lbs)
- 50 Time Sav'r Topdressing (9 kg/20 lbs)
- 25 K-Mag 0-0-21 (9 kg/20 lbs)
- 25 pH Increaser or pH Decreaser (9 kg/20 lbs)
- 2 cases (12 bags) of Salt Stopper (4 kg/8.8 lbs)

### Terms:

- 3% discount on regular-price product
- Free shipping (Ontario, Quebec and U.S. only)
- Net 60 days from date of delivery (oac)
- Take delivery by April 15, 2011 (shipping will start March 15 – April 15, 2011). You will be scheduled by location/area and notified of delivery. If earlier delivery is required, please contact your representative.
- Order must be placed prior to December 1, 2010 — no exceptions
- Cannot be combined with any other offer
- Retail packaging only

## 2 Quick Turns to Profit (Pouch Packs, 2 pallets and NEW Soil Test Kits)

- 18 cases (54 bags) Salt Stopper (4 kg/8.8 lbs)
- 18 cases (54 bags) Roses 'N Bloom (2 kg/4.4 lbs)
- 18 cases (54 bags) Off The Vine (2 kg/4.4 lbs)
- 18 cases (54 bags) Trees 'N Shrubs (2 kg/4.4 lbs)
- 18 cases (54 bags) Roots 'N Blooms (3.5 kg/7.7 lbs)
- 12 Flower Garden Soil Test Kits
- 12 Vegetable Garden Soil Test Kits
- 12 Tree and Shrub Soil Test Kits

### Terms:

- 3% discount on regular-price product
- Free shipping (Ontario, Quebec and U.S. only)
- Net 60 days from date of delivery (oac)
- Take delivery by April 15, 2011 (shipping will start March 15 – April 15, 2011). You will be scheduled by location/area and notified of delivery. If earlier delivery is required, please contact your representative.
- Order must be placed prior to December 1, 2010 — no exceptions
- Cannot be combined with any other offer
- Retail packaging only

## 3 Custom Mixed Pallet order (3 pallets)

- Create your own mixed pallet order
- Minimum 20 bags of any one product
- Minimum 100 bags per pallet
- Retail products only
- Pouch pack cases cannot be split (min. 4 cases of any pouch pack)

### Terms:

- Free shipping (Ontario, Quebec and U.S. only)
- 5% discount on regular-price product only
- Net 60 days from date of delivery (oac)
- Take delivery by April 15, 2011 (shipping will start March 15 – April 15, 2011). You will be scheduled by location/area and notified of delivery. If earlier delivery is required, please contact your representative.
- Order must be placed prior to December 1, 2010 — no exceptions
- Cannot be combined with any other offer



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# Your Turf Revolution support team



## Supporting Canada

### TURF REVOLUTION HEAD OFFICE

*For information on becoming a distributor / depot or retail supplier please contact Head Office.*

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*To promote a sustainable environment and sustainable local economies all of the products sold by Turf Revolution in Canada are manufactured and packaged In Canada. 100% Natural and 100% Canadian made.*



## Supporting the USA

*For information on becoming a distributor / depot or retail supplier please contact Head Office.*

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*To promote a sustainable environment and sustainable local economies all of the products sold by Turf Revolution in the U.S.A. are manufactured and packaged in America. 100% Natural and 100% American made.*

# Turf Revolution's Retail Distributors



**Manchester Products** is based out of Cambridge, Ontario. They service garden centres across Canada with a focus on Ontario, Quebec and the Maritime provinces. They have been a family-owned business for over 60 years and recently moved into a state-of-the-art 35,000 square-foot warehouse. The new warehouse, along with an online ordering system, means that they are now able to service all of their customers' needs from this one location.

**Manchester Products** • [www.manchesterproducts.com](http://www.manchesterproducts.com)



**Eddi's Wholesale Garden Supplies**, is one of the largest wholesale distributors in Western Canada. Founded in 1968 by Ed & Diane Les, they have two locations in BC. One is located on the island in Nanaimo and the other is in Surrey. From these two locations, they are able to meet all of their customers needs across the Western provinces. Eddi's also features an online ordering system for easy purchasing and quick shipment of orders.

**Eddi's Wholesale Garden Supplies** • [www.eddiswholesale.com](http://www.eddiswholesale.com)



**Halifax Seed Company Inc.**, is Canada's oldest continuously operating seed company. Established back in 1866 and once located on the historic Halifax waterfront, they have grown to become the regions largest distributor of horticultural supplies. They now operate two retail locations. One is in Halifax, Nova Scotia and the second location is in Saint John, New Brunswick. Halifax Seed Company also has a centrally located distribution centre in Debert, NS that enables them to service the green industry throughout the Atlantic provinces.

**Halifax Seed Company Inc.** • [www.halifaxseed.com](http://www.halifaxseed.com)

## Look for Turf Revolution these upcoming shows

IGC Show  
Chicago, IL  
August 17–19, 2010  
Booth #811

Farwest Show  
Portland, OR  
August 26–28, 2010  
Booth #15167

Halifax Seed Show  
Halifax, NS  
September 29–30, 2010

Manchester  
Products Show  
Toronto, ON  
October 4–6, 2010

Expo 2010  
Toronto, ON  
October 19–20, 2010  
Booth # 571

GIE+Expo Show  
Louisville, KY  
Oct 28–30, 2010  
Booth #6007

Expo FIHOQ  
Saint-Hyacinthe, QC  
Nov 17–19, 2010

# 10 Reasons your customers should be testing their soil

## 1

Soil Testing saves them money. Stop the costly guesswork. The lab tells them what their lawn or garden needs. Instead of overspending on fertilizers and pesticides, they will now know exactly what products to use and how much of them to use. At a time when customers want to be sure they get value for every dollar they spend, a soil test is the best bang for the buck anywhere.

## 2

Soil Testing is an effective way to control weeds, insects and disease without using pesticides. Many of these pests are the result of nutrient imbalances or other problems in the soil. Soil testing is the only way to identify and correct these problems. Why not prevent the pests before they get started?

## 3

They're so easy to use. Turf Revolution's Soil Test Kits are easy to use and even easier to understand. Imagine having your own personal laboratory helping you take care of your lawn or garden. Our kits give your customers that power. They really are science made simple.

## 4

They're so inexpensive. Our convenient postage-paid soil test kits are actually cheaper than getting a soil test done at a lab. Our kits are a small investment in a successful lawn or garden care program. The few minutes that it takes to do the test will save hours of fruitless labour based on nothing more than guesswork.

## 5

They can track their progress. Performing a soil test every two years will allow them to see how they're improving the soil conditions. They can watch as pH levels and nutrients are slowly optimized for the plant's growth. Imagine watching their excitement build when they see the results of their efforts.

## 6

You're tired of them struggling to make plants grow. How much time do you and your staff spend at the return desk? How much time do you and your staff spend trying to help customers unlock the mysteries of gardening? Why not let an independent fully accredited lab take them by the hand and guide them to success? Why not build a core of happy, satisfied and spending customers?

## 7

Not all soils are created equal. The soil they have may be substantially different from the soil their neighbor has. So why would you recommend using the same approach? The condition of the soil can be affected by many things such as the type of trees present or the geological properties of the area. Many retailers carry products manufactured in other parts of the country for other types of soil. How can you be sure that you're recommending the right products for their soil? A soil test is your best route to a happy and satisfied customer.

## 8

Because you want to build customer loyalty. Each soil test can be customized with your company logo to remind the consumer where they bought the test and where they need to go to buy the recommended products. Instead of trying to guess what problems your customer is facing, you now become a solution provider and the place that helped guide them to success. That's pretty hard for other retailers to compete with.

## 9

Because your customer is a smart, educated consumer. Who has time or money to waste? You want to be sure that what they buy will answer their needs or you risk losing a valuable customer. A soil test ensures that the products they buy for their lawn and garden will work in the way that they're supposed to.

## 10

Because this year, they want the best lawn and gardens on the street. By focusing on what their plants really need, they will be healthier, more vigorous and more beautiful than ever before. Imagine your customers telling their neighbours where they got all of the great products and great advice. Make soil testing your key to success.



# Marty Gottlieb joins Turf Revolution

When Turf Revolution wanted to expand its US market, we knew that we needed expert help. We began an exhaustive search and were very fortunate to meet Marty Gottlieb, founder of M. Gottlieb & Associates.

M. Gottlieb & Associates is a marketing firm specializing in the lawn and garden industry. Marty Gottlieb and his wife, Teresa, started the company twenty-four years ago out of a belief that a demand existed within the industry for a marketing service that offered both horticultural expertise and lawn and garden product marketing experience. Marty initially targeted his services to companies who were new to the industry, helping them introduce and bring their products to market. Today, pioneering clients' new products still remains an important



part of his firm but their services are used to promote established products as well.

Marty sees Turf Revolution as a rising star in the rapidly growing organic

products marketplace. "Natural / organic products have revolutionized the way we think about horticulture, gardening and the food we put in our mouth. Turf Revolution has recognized this and over the years devoted the companies' resources to developing a full product line that produces ecologically sound results."

"Turf Revolution has everything you look for in a successful company and has the potential to be a leader in the US market. The company has a strong management team, a sensible marketing plan, lots of support for contractors and retailers alike and a complete product line backed by sound, scientific principles. Together we will make Turf Revolution a brand that is highly recognized by US consumers for its top quality, high performance and commitment to customer service."

## PRODUCT SPOTLIGHT:

# Roots 'N Blooms™

Introducing three new soil test kits meant that Turf Revolution also needed to introduce a new organic corrective. Ensuring that your customers have all of the tools they need to follow the scientific soil test recommendations is always a priority at Turf Revolution.

Root's 'N Blooms™ is an all natural soft rock phosphorous corrective with added calcium sulphate and organic acid. This corrective can be used in hanging baskets, planters, as a bulb food, as a transplant fertilizer or wherever a soil test indicates a phosphorous deficiency.

While a lot of attention is being paid to phosphate run off from synthetic fertilizers, this organic source of phosphorous will not leach or run off the way synthetic products do.

It should also be noted that even though a soil may contain phosphorous, most of it will be unavailable to the

plants. Soil pH, soil temperature and soil moisture are three factors that can have a pronounced affect upon phosphorous availability.

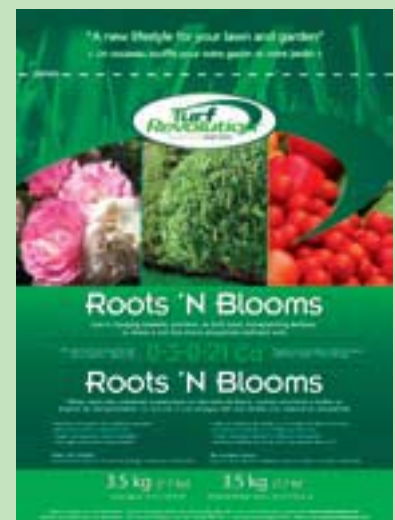
If phosphorous has to be added to the soil then Roots 'N Blooms™ is the best product to use.

### Features & Benefits:

- Promotes root growth, fruit and flower formation
- Will not burn plants or leach from soil
- Organic acid promotes nutrient availability
- Encourages earthworms and soil bacteria
- Transplanting tips on the back of the bag
- Available in a bottom-gusset stand-up pouch
- 3.5 kg (7.7 lbs) covers approx. 154 sq ft

### Does not contain:

- Animal by-products
- Manure (often called litter)
- Processed human sewage; no concerns about any infectious pathogens



# Our Side of the Fence

by Clay & Sandy Green

I have to admit that I'm your typical guy. I don't like asking for directions and I certainly don't take directions well. Whenever I'm assembling furniture from that big Swedish place I always feel like if you look at the directions you're really just cheating. I mean, really — how hard can it be to assemble a table? If it doesn't look like the diagram, that's just my artistic licence coming through. Everyone has a table with four legs; three legs makes it a work of art.

I did finally break down and buy one of those GPS units though. I know it gives directions but it's okay because it's technology, and useful technology at that. It's amazing how it's helped me to find some pretty out-of-the-way spots, and Sandy and I don't have to have the "Why don't you just stop and ask for directions" argument anymore.

Besides the arguments, I'm pretty sure that my little GPS has saved me a bundle on gas, as I'm no longer taking as many scenic detours. This great piece of technology has even saved countless vehicles for me. Once, using Sandy's directions, I took my beloved Mustang down a dirt trail — that's "trail," not "road" because roads don't have grass humps running down the middle of them — because she was sure it was the way to her friend's cottage. Turned out it was the way to a long hike on a hot summer's day to the nearest farmer with a tractor. That is a story for another time, however.

One of the voices on the GPS even sounds a lot like Sandy. If they could get it to say "You're following too closely" and "You're driving too fast," I won't even need Sandy in the car with me anymore. Technology. You have to love it.

That's why I'm so excited about Turf Revolution's new soil test kits. Technology comes to your garden! Now, I used to hate directions when it came to gardening as well. I always treated my gardens as science experiments. I'd throw in some plants and hope for the best. The ones that survived were the strong ones and worthy of my garden. Unfortunately, this



approach can get pretty expensive when you're constantly replacing plants and the amount of time wasted...well I don't even want to think about all of the couch time that I've missed over the years.

Worst of all, with this approach your gardens don't always look their best. I was getting pretty tired of having friends over for a barbecue and hearing "You did pass your horticultural courses in school, right?" Very funny. Guess who gets the steak I dropped on the ground?

Fortunately, for gardeners everywhere there is a new technology on the market. Turf Revolution is set to change the way they go about their gardening. Whether they are a pro or just new to the gardening scene this line of soil test kits will make them look like an expert. There are three new kits. One for trees and shrubs, one for vegetable gardens and the last kit is for anything that flowers.

You have to love this idea. Sure, soil testing has been around as long as many

of us can remember, but Turf Revolution has made it quick and easy. Throw a bit of soil into the enclosed sample bag, fill out the form, throw it all back into the postage paid box, tape the ends well and mail it. The results can be back via email in as little as 7–10 days. A colour coded bar graph and instructions in plain and simple English guide the user through a customized fertility program for that plant. No more guessing why a plant isn't performing at its peak.

Now you will know exactly what is going right and where things need a little help. It saves time and a lot of money. Now I enjoy great vegetable harvests. My flowers produce more blooms and bloom for a longer period of time and the rest of my trees and shrubs are looking healthy and happy.

Best of all, now my friends are convinced that I passed my horticultural classes in school and no one is eating dirty steaks.