



## **FOR IMMEDIATE RELEASE**

### **FOR MORE INFORMATION**

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## **PrimeriTurf Joins Forces on APEX-10<sup>®</sup>**

**Marietta, Georgia - April 2012** – PrimeriTurf has formed a strategic alliance with Nature’s Wonder, a division of JSH international, to bring their APEX-10™ product to market under the PrimeraOne brand name. APEX-10™ is a proprietary liquid organic formula made from peat extract which has been university tested and field proven to enhance soil quality and build stronger healthier turf and plants.

“We are pleased to be able to offer this input management technology as an addition to the PrimeraOne<sup>®</sup> brand of nutritional products,” states John Gertz, CEO of PrimeriTurf. APEX-10™ will enable users to improve the annual efficiency of their operations by reducing fertilizer needs up to 66% as well as an observed 20% reduction in overall irrigation requirements. This university tested innovation is further backed by a money back guarantee that the use of Apex-10™ will reduce the amount of fertilizer by a minimum of 30%. Beyond fertility efficiency, superior stress tolerance, improved durability and recovery are also attributed to the use of APEX-10™.

APEX-10™ will be exclusively available through PrimeriTurf members carrying the PrimeraOne brand of products. Kevin Mulvihill, CEO of JSHi states “PrimeriTurf is an outstanding organization and we are proud to be partners with the new PrimeraOne brand offering of APEX-10.” For more information on the product and to see university test results go to specialty nutritionals at [www.PrimeriaOne.com](http://www.PrimeriaOne.com).

PrimeriTurf - is a business cooperative committed to providing leading technologies and advantaged opportunities to distributors, users, and manufacturers in the professional turf and ornamental, specialty vegetation management, pest control, and aquatic markets.

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