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TPI MEMBERS TEAM UP TO SHRINK PRODUCTION CYCLES AND PRODUCE HEALTHIER, STRONGER SOD

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MOUNT LAUREL, NJ - Nature's Wonder, supplier member and manufacturer of PrimeraOne APEX-10, teamed up with TPI members Green Velvet Sod Farm of Dayton, OH and Medina Sod Farm of Orrville, OH to demonstrate product effectiveness within the TPI organization. Consistent with the previously proven results of PrimeraOne APEX-10, the turfgrass producers reported their production cycles were reduced up to 12 months, not only getting turf to market earlier than the competition, but slashing the farms' operating expenses for the production cycle. In addition, growers can benefit from PrimeraOne APEX-10's ability to enhance plant health as it's a difference customers will notice in faster rooting, greater transplant survival and thicker, lusher grow-in. As demand continues to rise with the improving economy, the door is now open for turfgrass producers to cash in.

Cool season turfgrass growers have documented 10-12 month production cycles, down from their typical 18-24 month cycle. Randy Tischer of Green Velvet Sod Farm reduced his production cycle to 12 months and said, "I anticipate we'll be able to produce 3 sod cycles in 3 years, the same amount of time we would have produced 2 cycles without PrimeraOne APEX-10. The product far exceeded my expectations." This is significant for the producer as they will be able to generate revenues earlier than expected, as well as get their sod to market ahead of competitors. Nature's Wonder estimates the extra cycle produced will have a net return on investment to producers of \$830,000 per 100 acres expected to be sold. John Gertz, CEO of PrimeraTurf the exclusive distribution network for PrimeraOne APEX-10 said, "Our organization is excited to be part of something that will have such a positive financial impact for individual farmers and open up many possibilities for the industry as a whole."

PrimeraOne APEX-10 is a unique organic liquid bio-stimulant derived from peat that has been proven through extensive university testing and real world applications to accelerate plant metabolic performance, increase the plant's ability to move water more efficiently, enhance soil microbial population growth and activity, and increase root development. Leading agronomic research institution, Rutgers University, found when studying the effects of APEX-10 on fertilizer efficiency and reducing irrigation requirements that foliar applications of APEX-10 helped turf plants maintain higher content of nitrogen and phosphorous in plants under limited irrigation, suggesting that turf managers would benefit from using PrimeraOne APEX-10 prior to and during periods of stress. Producers can leverage these findings to improve their own operational efficiency, maximizing the impact of current nutritional programs, improving tolerance of stressful environmental conditions, and enhancing recovery after conditions pass. Scott Gregiore of Medina Sod Farm said after using PrimeraOne APEX-10, "we noticed the turfgrass utilized fertilizer more efficiently, and we were able to reduce the amount of irrigation. We also saw increased stress tolerance and recovery, especially in the peat soil portion of our fields, giving us peace of mind."

PrimeraOne APEX-10 is unlike any other product on the market as a result of the patented process used to recover all the humic substances and humic and fulvic acids in their most beneficial form. The result is a formula with greater power than simply the sum of its parts, making it the ultimate soil and plant health technology. **For more information, please stop by the Nature's Wonder PrimeraOne APEX-10 booth at the TPI Summer Convention Field Day at Johnson Farms in Deerfield, NJ on Thursday, July 31st.** Or visit www.PrimeraOne.com where you'll find APEX-10 under "Specialty Nutritional", as well as a member directory to find your local PrimeraTurf dealer.



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