

The Hidden Costs of Old, Common Seed

OLD, COMMON SEED VS. EARTH CARPET® ELITE SEED

If you take a long, hard look at some of our competitors, you'll notice they're still peddling the same seed mixes they've been selling for 50 years:

- Common Kentucky bluegrass, perennial ryegrass, fine fescue and tall fescue
- Old seed varieties that were once popular but are now considered the same as commons, including 98/85 Kentucky bluegrass, Linn perennial ryegrass and Kentucky 31 tall fescue

SADLY, YEAR AFTER YEAR, THE CUSTOMERS WHO BUY THESE SEEDS ARE CONFRONTED WITH THE SAME OLD HEADACHES:

- No disease resistance—red thread, dollar spot, rust, necrotic ring spot, brown patch and others are par for the course
- No insect resistance—sod webworm, cutworms, billbugs and chinch bugs rear their ugly heads
- No drought or heat stress tolerance
- No wear-and-tear tolerance—impractical for athletic events or backyard soccer games

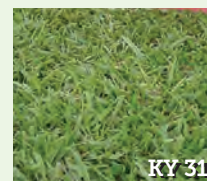
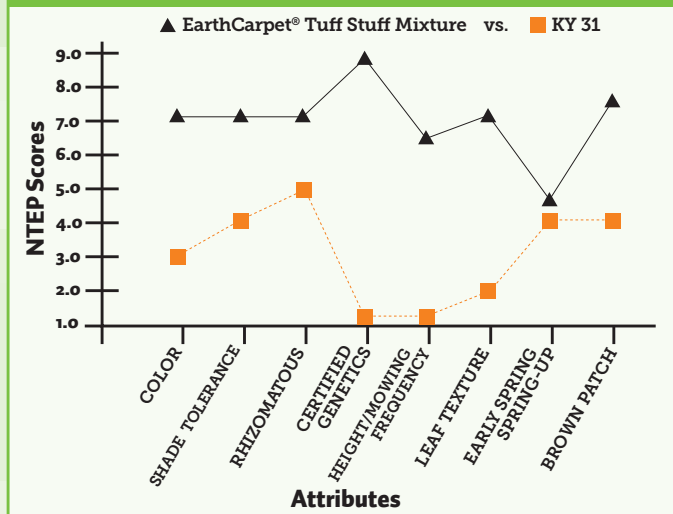


**YOUR CUSTOMERS
DESERVE BETTER!**

If all you're looking at is price per bag, common grass seed looks like a bargain compared to Earth Carpet®. However, common seed requires more labor and management:

- more fertilizer
- more fungicide
- more water
- more herbicide
- more insecticide
- more reseeding

SEED MIX COMPARISON



**SOME OF OUR COMPETITORS' LAWN SEED MIXES HAVEN'T
CHANGED IN 50 YEARS. GENETICALLY SPEAKING, SOME
SEED VARIETIES ARE STILL TRAPPED IN THE 1950'S.**

**EARTH CARPET® VERSUS COMMON SEED
COST COMPARISON FOR ONE COMPLETE SEASON (SEEDING YEAR)**
(These Costs are Approximate, Based on a 10,000 Sq. Ft. Lawn)

Real Cost of Common Seed

Step	Total
Initial Seeding (70 lbs @ \$2.80/lb)	\$196.00
Starter Fertilizer Application (40 lbs @ \$.37/lb)	\$14.80
Second Fertilizer Application (40 lbs @ \$.37/lb)	\$14.80
Third Fertilizer Application (40 lbs @ \$.37/lb)	\$14.80
Insecticide	\$55.44
Fungicide	\$57.60
Weed & Feed Application in the Fall (or herbicide)	\$25.38
Reseeding (35 lbs @ \$2.80/lb)	\$98.00
Fertilizer for Reseeding (35 lbs @ \$.37/lb)	\$12.95
Season Total	\$489.77

Earth Carpet® Seed

Step	Total
Initial Seeding (70 lbs @ \$3.50/lb)	\$245.00
Starter Fertilizer Application (40 lbs @ \$.37/lb)	\$14.80
Second Fertilizer Application (40 lbs @ \$.37/lb)	\$14.80
Weed & Feed Application in the Fall (or herbicide)	\$25.38
Season Total	\$299.98

**This chart is an estimation. It is subject to change as pricing changes.*

A BAG OF COMMON SEED MAY BE CHEAPER, BUT IT'S NO BARGAIN. WHEN CUSTOMERS SWITCH TO EARTH CARPET®, TWO THINGS HAPPEN: TURF QUALITY GOES UP - COSTS AND LABOR GO DOWN.

LOOK FOR A-LIST AND TWCA LOGOS NEXT TO EARTH CARPET® PRODUCTS IN GUIDE



The Alliance for Low Input Sustainable Turf is a non-profit university and industry cooperative that serves to test, identify and promote varieties to consumers that maintain acceptable turf quality while requiring reduced water, chemical and fertility inputs. To become an "A-LIST Approved Variety", a variety must have demonstrated superior performance in A-LIST trials.



The Turfgrass Water Conservation Alliance (TWCA) is a nonprofit organization dedicated to improving the environment through water conservation initiatives. TWCA recognizes and promotes plants that can thrive using limited amounts of water, helping to preserve our water resources. Products that become TWCA qualified will have successfully met a stringent set of criteria. Therefore, consumers will be assured that any product with the TWCA qualified seal provides true water conservation benefits. Products that meet this standard will be marked with the TWCA logo.