

Facts...Tips...Secrets

from STORM... "The Lawn Pro"

Late Spring
Early Summer
Treatment #2

Today, I applied a balanced liquid treatment of fertilizer to improve your lawn color and density and prepare your lawn for summers stress. I also applied a liquid weed control for dandelions and all other

broadleaf weeds. Weeds must be up and actively growing in order to control them. It takes usually 2-6 weeks to eliminate most of your broadleaf weeds. Some weeds are heartier than others and may take more

treatments to eliminate.

Do not enter your lawn areas for an hour or two after treatment, giving it a chance to absorb and dry. Do not water or cut lawn until tomorrow. If it rains hard within an hour or two of

treatment, the weed control may not have a chance to absorb. (The fertilizer will work regardless.) So if it rains hard within two hours of a liquid treatment, call me and I will reapply the weed control.

"The Lawn Pro" Difference

I use three different varieties of weed control, mixed together to give you control over a much wider array of weeds. (To cut costs... some companies apply only one kind of weed control, which gets rid of only one family of weeds.)

I mix in an extra product called "spreader / sticker." The "spreader" agent will make just one tiny droplet of weed control spread over the entire leaf of the weed. Without the "spreader," the droplet would only be absorbed into the leaf through the tiny area the droplet contacted. The "sticker" makes the weed control adhere to the weeds instead of running off. This makes the weed control weather-proof in times of heavy dew or light rain. Yes, I am willing to eat the cost of this extra "spreader/sticker" product, because I know it gives you so much faster, stronger control of all your weeds... in almost any kind of weather. (To cut costs... some companies don't add "spreader/sticker".)

Ninety percent of my customers ask me to come five times. As you know, I have a 5-Step program, and I give my 5-Step customers two FREE treatments. One of the FREE treatments was given to you today, with Step 2. In addition to a blanket weed control application, today you received a FREE high-nitrogen liquid fertilizer treatment, not only giving you a **quick green-up** but providing your lawn with a healthy helping of other valuable nutrients... a **complete feeding**. There is another benefit to this: combining this liquid fertilizer treatment with your liquid weed control treatment is called "spiking the tank," because the fertilizer **stimulates the weeds** to absorb the weed control product faster, and then run it through their entire system. BOOM... they're dead.

DID YOU KNOW?

You can pay your bill online, add additional services, view the last time we came, and much more. By going to our website at stormthelawnpro.com, you can create and manage your account from the convenience of your home. On the top of our web page, click on the "My Account" button. You can register, and manage your account from there. You will need your Customer Number, found on any invoice.



For more little-known facts,
valuable tips, and interesting
secrets about your lawn,
go to our website at

www.stormthelawnpro.com

SAVE THE SIGNS!

*After all lawn treatments I stick little signs on your lawn. Let's reduce, reuse, and recycle!
Saving these signs for me to reuse will save me money...in turn this will help me keep your price as low as possible.
Wondering where to put them? I always check by the air conditioner. Thank you in advance for your help.*

TIPS

Improper Mowing is one of the most common causes of weed invasion. Mowing heights that are too short result in weakened turf grasses and weed encroachment. Fox Cities lawns should be mowed at 3-4 inches during the summer. Raise your wheels to the highest or second highest setting during the hot months. Turf mowed at these heights takes less watering and will stop weed seeds from germinating.

Improper watering also contributes to weed invasion. Frequent light watering encourages shallow rooting and promotes weak turf, which becomes susceptible to insect and disease attacks. Frequent light watering also encourages germination and development of weeds at the expense of turfgrasses. **Water deeply** (2 hours on each area) and less often (every 7 days) **before** turfgrasses show signs of wilting. One inch of rain counts as a watering.

FACTS Droughts

If you have the capabilities to water your lawn, I would certainly do so this year. Most everyone has seen the damage drought conditions can do to a lawn. Plus, they can bring out infestation levels of insects that feed on dry lawns.

Watering your lawn can be considered very **Inexpensive** when you are faced with repair or replacement costs. During the drought months of July and August, water your lawn **for two hours every seven days**. A two-hour rainfall counts as a watering.

Look at your lawn where the downspout runs onto it. Your whole lawn would be that thick, green, and healthy if it received the same amount of water.

WHAT'S NEXT...

*My next treatment (#3 of my 5-Step Program) will be a heavy helping of a time release well-balanced granular fertilizer. This granular treatment will give your lawn **a dozen or more** full hearty meals, by releasing nitrogen each time you water or it rains for the next 6-8 weeks.*

This is very important during the heat and stress of summer to maintain your

For your convenience, lawn care service continues from season to season. To make a change in service, please call us (757-1777) or email us.

lawn's color and improve turf vigor.

Plus, I check your lawn for any weeds, in case seeds have blown in and germinated. I will be spot treating with weed control.

SECRETS ABOUT YOUR LAWN

Receive Huge Benefits from Mowing High This Summer

Your neighbors will be wondering why your lawn is so green and healthy compared to theirs this summer, if you do this one simple thing: **Mow your lawn at the highest or second highest setting your lawn mower allows** (see the chart below). Mowing high is the single most important factor in having a healthy, green lawn. It's more important than anything else you will do for your lawn (even including watering!), and it's more important than anything **STORM- The Lawn Pro** will do for your lawn. Why?

- 1) Grass must perform photosynthesis, and makes its own food in the leaves to survive. It only does this in the leaf blade. The taller the grass blade, the healthier the grass plant will be.
- 2) The taller the grass plant, the deeper the roots will grow, and the healthier the grass will be.
- 3) During the drought months, each grass blade shades the next one, making the whole lawn cooler and allowing the topsoil to retain moisture. This lowers the temperature of the soil itself and enables your lawn to resist heat stress and drought damage.
- 4) When you mow high, some of the grass will go to seed. Wherever your lawn mower blows out the seeds, they will sprout. This is a very natural way to thicken up your lawn. And you're sure it will match the rest of the lawn.
- 5) A short cut lawn will become weak, thin, and will have bare spots. Weed seeds grow best in a lawn with these conditions. Weed seeds will have a tough time sprouting in a tall, thick lawn. It's like trying to get into a crowded elevator. On the other hand, an empty elevator can pick up anything that comes along.
- 6) Ants and chinchbugs love the heat, love the sun. And they love a short cut lawn because it provides them with both. Mowing your lawn tall reduces the chances of insect damage.

