

ULTIMATE OFFER!



**Driven by innovation
Inspired by nature**

The Ultimate Fairway Package

Due to the overwhelming success of the exclusive Primo Maxx and Sportsmaster WSF High N water soluble fairway package in 2011, Everris and Syngenta are pleased to offer this package again for the 2012 season AT THE 2011 PRICE!

The package includes the following products:

- 4 x 10 litres Primo Maxx
- 36 x 15kg Everris Sportsmaster WSF High N 35.0.14 water soluble fertilizer
- 13 x Syngenta turf foliar nozzles or Calibration Kit (includes Calibration Cylinder, Nozzle Height Indicators, Podcast/DVD)

Using this package the following programme can be applied to the fairways of the average 18 hole golf course (approximately 12 hectares UK and Ireland).

	Application 1	Application 2	Application 3
Primo Maxx	0.8-1.0 l/ha	0.8-1.0 l/ha	0.8-1.0 l/ha
Sportsmaster WSF High N	15 kg/ha	15 kg/ha	15 kg/ha
Application volume	250-400 l/ha	250-400 l/ha	250-400 l/ha

Commence applications when the turf is actively growing. Apply applications at 4-6 week intervals as appropriate. Adjust the rate of Primo Maxx based on the turfgrass species and relevant growing conditions.

This package provides the Golf Course Manager with:

- Up to 50% reduction in the time and cost of cutting fairways
- Greater turf density on fairways
- Enhanced turf colour on fairways
- Better wear tolerance on fairways
- Improved drought resistance on fairways

**ALL FOR
£2,965.00**
RRP £5,355.10

Thorndon Park Golf Club

Robert George is Course Manager at Thorndon Park Golf Club, an 18-hole parkland course near Brentwood in Essex that features 10 hectares of magnificent, non-irrigated fairways.

The club hosted a high-profile, six day women's tournament in mid-September and Robert used the Ultimate Fairway Package as part of his pre-tournament preparation.

Three applications of 0.8 litres of Primo Maxx tank mixed with 15kg of Everris Sportsmaster WSF High N per hectare were carried out on 11th July, 11th August and 1st September.

Course Manager's comments on key benefits:

- **Value for money** – after getting numerous quotes to match the sort of programme I wanted, the Everris and Syngenta Ultimate Fairway Package was far better on price.
- **Control** – with the women's tournament on the way we had no access to the course during normal working hours. I needed a product to boost presentation and control growth patterns and both the Sportsmaster WSF and Primo Maxx gave excellent results.
- **Longevity** – long after the event the products continued to work and improve our fairways. As conditions suited the products, the more they seemed to boost growth, recovery and aesthetics.
- **Flexibility** – the summer was quite difficult and testing when it came to applying foliar feeds, but it was pleasantly surprising to be able to get three applications in what some may say was almost drought conditions with no ill effects.



Some comments received from Ultimate Fairway Package users

"The fairways have never been better."

"We could have possibly got away with one cut per week on fairways."

"I found the WSF very easy to dissolve."

Part of ICL group



The Ultimate Fairway Package ... less work, more play!



Reduced mower
operating hours

Less mowing
required

Improved turf
quality and playing
experience

Less fuel, maintenance
and repair costs

Less man hours needed

Increased membership
and more members

Lower club expenditure

More productive staff
and releases labour

Increased club revenue

- Up to £4,000 saving per year – reduced mower operator hours and less fuel
- Up to 20 additional labour hours per week available



'Primo Maxx®' contains trinexapac-ethyl. 'Primo Maxx®' is a trademark of Syngenta Group Company. MAPP 14780. Sportsmaster® WSF is a registered trade mark of Everris Limited.

Use plant protection products safely. Always read the label and product information before use.

To claim your Ultimate Fairway Package, complete this form & hand to your local distributor or your Everris Representative.

Please select which product you would like included: Foliar nozzles Calibration Kit

Customer name _____

Distributor/Distributor Rep _____

Customer address _____

_____ Post code _____

Signature _____ Date _____

Please tick box if you would like us to contact you to arrange a visit

Offer ends 30 December 2012



Gaudet Luce Golf Club, Worcestershire

" I have used Primo Maxx on fairways for the past four seasons. The most noticeable effect has taken place during years I have applied a slow release granular fertilizer at the beginning of the season. Growth rates have been controlled to a point whereby mowing has only usually been necessary once a week, which would previously have been unheard of on our grass factory site!

I found the Ultimate Fairway Package fantastic value for money, especially with the added benefit of the foliar nozzles.

In the past I've played around with cheap and cheerful soluble ammonium sulphate to act as a carrier for the Primo Maxx, but found it extremely difficult to dissolve in the sprayer and very time consuming by having to use warm water and a paddle mixer to dissolve the fertilizer before adding to the spray tank. We also had issues with blocked nozzles.

We had no such issues with the Everris WSF product we received as part of the Ultimate Fairway Package. I know it's a cliché but the products did exactly what they said on the tin – which is exactly what we, as end users, require! The weather conditions last summer were so hot and dry that vast amounts of growth were uncommon. However, we did notice a thicker sward and better water retention during the dry periods, which I can only attribute to the Primo Maxx and I can honestly say that since using it in combination with a fertilizer our fairways have literally been transformed. I hope that the Ultimate Fairway Package continues to run as I will definitely be looking out for it next year! "

Andrew Laing,
Group Head Greenkeeper, Little Lakes Leisure



Some comments received
from Ultimate Fairway
Package users

"A brilliant offer – budget permitting I will run with it again next year."

"The density of my fairway sward is amazing."

"You feel like taking your shoes off to feel the turf."
(Member's comment)

"I was the golf club hero this year producing fairways like that."