



Q: I've been hearing a lot about pelletized mulches. What's so special about PennMulch® Seed Accelerator?

A: The objectives in developing PennMulch Seed Accelerator was to create a product that is easier to use than straw or hydroseeding for average sized seeding jobs. The highly compressed 1/8-inch diameter pellets are free flowing through most commercial spreaders. PennMulch Seed Accelerator's patented **Moisture Cell Technology™** enables the pellets to expand when irrigated providing even coverage. PennMulch has **better moisture retention** than other brands of pelletized mulch and includes a **full rate of starter fertilizer**.

Q: How do I spread PennMulch Seed Accelerator?

A: For small patch up jobs it is easily disbursed by hand. Several companies also offer walk behind high volume output (HVO) spreaders that allow easy application of PennMulch. Most of these will do double duty spreading Seed or Fertilizer products with only minor adjustments. Examples are Gandy, PSB Bigfoot, and Spyker. Many larger spreaders like Vicon or Lely, and even most topdressers, accurately spread PennMulch Seed Accelerator.

Q: I mulch with straw because straw's cheap. Why should I switch?

A: The number one reason to use PennMulch Seed Accelerator is performance. Each easy to store and easy to handle bag replaces two bales of straw. Straw is OK, but consider the benefits of PennMulch:

- Easy to apply evenly with less labor and equipment. Spreading PennMulch is a one-man operation.
- Does not blow away, never ends up in the neighbors pool, and never needs to be removed or raked up.
- NO WEEDS. Why pay a premium for quality seed and then contaminate the site with grassy weeds?
- Keeps the seed moist longer, reduce seedling mortality, increase stand density, reduce time to maturity!
- Provides an attractive finished appearance and helps customers remember to water!
- Provides seedbed protection, moisture retention, and a full rate of starter fertilizer in one step!

You get a more professional looking job site, fewer callbacks, and, at about \$16/1000 sq. ft. applied PennMulch Seed Accelerator actually saves money through reduced labor and callbacks.

Q: I said straw is cheaper . . .are you listening?

A: It's true! A bag of PennMulch Seed Accelerator mulch may cost more than two bales of straw. But that's just material costs. When you factor in the savings on equipment and labor, PennMulch Seed accelerator is cheaper! Consider how much a straw blower costs to haul, and maintain (or rent)? And operating a straw blower is a two or three man operation! Spreading straw by hand? Factor in the time and labor as well as the problems with uneven applications and spotty germination. And, if it's windy, you have to tack straw. More labor, more materials. All this adds to your cost. With PennMulch and an inexpensive HVO spreader, you can mulch 5,000 sq. ft. in about 10 minutes with one man! No expensive equipment, no straw cleanup.

Q: I'm a hydroseeding contractor. How can PennMulch work for me?

A: Even major hydroseeding contractors find that PennMulch improves profitability. Some of the jobs our hydroseeding customers use PennMulch for:

- Areas difficult to reach with a hydroseeder.
- Perimeter areas (along buildings, walkways, and planting beds) to avoid splashing.
- Washout repairs - one man can restore the job site without equipment.

For smaller jobs (10,000 sq. ft. or less) PennMulch is more cost effective than hydroseeding - you don't need a water source, you don't need to load and mix the machine, and there's no cleanup. Don't forget there's an important agronomic benefit to using Penn Mulch - the seed is directly in contact with the soil, not mixed up in a slurry where roots can dry out.

Q: What happens if I'm outside the 55-75-lbs./ 1000 sq. ft. application rate?

A: As with any mulching agent, PennMulch can be under- or over- applied. But the 55 -75 lb. range is pretty forgiving. If you fall below the 55 lb. rate, tests show a reduced mulching benefit. Mulch may be applied up to 100 lbs./ 1000. But rates over 85 Lbs. start to have diminishing returns. The 55 to 75 lb. range provides the best results and is the most economical.

Q. Shouldn't the soil be completely covered after application and watering as it is with hydroseeding?

No! PennMulch Seed Accelerator is not intended to completely obscure the soil surface. In fact, excessive application rates that completely cover the ground may actually reduce germination. PennMulch enhances the natural seed-soil relationship by providing moisture and starter fertilizer; it is not a growing medium.

Q. What is Moisture Cell Technology?

PennMulch Seed Accelerator is the only seed establishment product with polyacrylamide polymers that absorb and retain up to 400 times their weight in water! These polymers are the same technology that is found in landscape gel-type products and disposable baby diapers. The polymers enable us to make a highly compacted pellet that expands quickly when exposed to moisture. This patented technology is the reason that PennMulch is far superior to knock-off mulch products and straw. Moisture Cell Technology allows us to make a much more compressed pellet so there is more coverage per cubic foot of product. It also reduces the severity of wet dry cycles, which can greatly reduce seedling mortality.



Q. My homeowner customers won't water properly. How can PennMulch Seed Accelerator help?

A: The number one reason for poor germination is insufficient moisture in the seedbed. PennMulch's patented Moisture Cell Technology, a combination of cellulose and water absorbing polymers, keeps the seedbed moist longer. PennMulch doesn't replace frequent watering but it will hold moisture at the seed level longer than other mulches in case you customers miss a day, or two . . . or three.

Q: I like the PennMulch Seed Accelerator concept, but how will it affect my bottom line?

A: Using PennMulch Seed Accelerator will save you labor and give you a better overall seeding job with increased germination rates. Think about how much it costs you to come back and reseed, even if it is only a small area. So, you are not only more efficient on the job, but you get a better lawn faster. And that's really what your customer is looking for - a nice even, green lawn. Obviously, you would like to get a referral from them for another job, as well as keep them as a customer for other landscape projects. All these things translate into a more satisfied customer, and a more profitable job for you!

Q. How do I get learn more about PennMulch® Seed Accelerator with Moisture Cell Technology™

Visit our website at <http://www.lebturf.com>, or call our customer service department to find a distributor in your area at (800) 233-0628