



# LawnPride

AUSTRALIA

## Message from the GM

Thank you for your continued support during what has been a time of great challenge and great opportunity for us all. The Lawn Pride team are busier working to build a business we can be proud of.

Some of the results of the Lawn Pride team's hard work can be showcased in this Stockists newsletter as follows.

- We have created a secure **stockist login** (see more below) so all the information you require is readily available in one place.
- We have a couple of **product changes** (see more below) to our range due the tech shortages, and also to support innovative manufacturers who bring solutions to market.
- We will be launching an exciting new product **Kelp-ER** (see more below) in a few weeks and will give you an opportunity to get it into your stores prior to the launch towards the end of March.

As always, if there is anything we can do better or if you have an idea, please do not hesitate to contact me personally via email, [steve@lawnpride.com.au](mailto:steve@lawnpride.com.au)

Steve Hampton  
General Manager  
Lawn Pride Australia

## Stockist Login

The [stockist login](#) area will give stockists access to the most up to date Lawn Pride documents that are used by stockists.

The latest price List, the most up to date Catalogue and orders forms will be available, along with newsletters, marketing collateral, promotions information and more. Each stockist will receive an email with their individual login details in a personal email this week.

You will be prompted to use the password provided, then set your own password for future access. As always, our team are just a phone call or email away if you have any further questions or suggestions.

## Product Changes

The first change will be Embargo pre-emergent herbicide. This product will not be available in the foreseeable future, due to ongoing issues with supply of the active ingredient.

During this time, we will continue to recommend products with such as [Oxafert](#) and [Barricade](#) and will also be taking pre orders the new 500ml Prodiamine 'Spartan Herbicide' (more info below or see Info Sheet [here](#)).

The second change in recent weeks has been the introduction of more products from the Indigo Specialty Products range. The innovative approach taken by Indigo ensures that products that we need in our solutions toolbox products remain available, whilst new products that solve some big challenges become available to expand our options.

With [Tombstone Duo](#), [Voltar G](#), [Halo-Force](#) and [Malice Duo](#) welcome additions, we'll be adding [Contra M](#), [Rumbler](#) and [Recruit](#) by the end of March 2021. Watch this space as [Indigo](#) have additional products that will join our range in coming months.

## New Lawn Pride Product Launch

It has taken almost twelve months, but we have listened to the market and developed an exciting new seaweed product for lawns and gardens. Kelp-ER is a liquid kelp extract, available now for our stockist to order prior to the launch towards the end of March 2021. Made from fresh bull kelp (Durvilleau Potatorum) stem, collected sustainably off the west coast of Tasmania, Kelp-ER can be applied as a foliar spray over all turf species and garden plants including native plants.

Kelp-ER increases resistance to pests, frost, and disease, promotes natural healthy growth, stimulates root development and releases locked up nutrients. It contains a host of minerals, vitamins, trace elements, natural growth hormones, Cytokines, Betaines and Auxins in natural form. It is sprayer friendly – best results are obtained by regular applications as part of a Lawn Pride turf care program.

Spraying is recommended early morning or late evening preferably out of the heat of the day. As with most liquid products, it deserves a shake well before use and to be stored out of direct sunlight in a cool area. Kelp-ER is available in a 2L Hose-on pack and a 5L concentrate.

The Lawn Pride Team will be in touch with you soon to ensure you have the information you need and are ready for the launch in just over two weeks from now. For more information on the Kelp-ER launch and the ordering information please review the [Kelp-ER Launch Flyer](#).

## Spartan Herbicide - For Pre-Emergent Control of Weeds in Established Turf

With the Barricade product coming off patent, a new 500ml Prodiamine will soon be available.

Spartan Herbicide is the same formulation as the Barricade, a pre-emergent herbicide that can be used as an effective tool to help Turf Managers control annual weeds (Summer & Winter).

Spartan Herbicide selectivity is primarily through soil profile placement. Small-seeded plants take up greater amounts of the herbicide as they germinate in the soil profile zone of herbicide placement.

Warm Season grasses can be less prone to root inhibition due to the fact they have a multiple fibrous root system, hence good even coverage and incorporation is required to ensure the weeds cannot recover by establishing roots outside the zone of herbicide activity.

Application should be prior to germination of the weeds.

Poison Schedule - Non-Scheduled (Unscheduled)

### Features and Benefits

- Effective against all major annual grass weeds in turf during summer and winter
- Season-long control of annual weeds
- Reduces future weed set and germination.
- Reduces the reliance on costly selective post-emergent herbicides.
- Unscheduled (exempt from poison scheduling) Low odour formulation
- Minimises nutrient and sunlight competition from annual grasses.
- Application compatibility with wetting agents Low odour formulation
- Economical solution for your main annual weed problems including African Lovegrass, Parramatta Grass, Summer Grass, Crab Grass, Crowsfoot Grass and Winter Grass
- Flexibility to delay wash-in for a few days if necessary.

### Pre order now

With stock due in shortly, you can pre order your stock requirements prior to our launch of the product on communications network - Facebook, Instagram, EDM and website.

To pre order – email [info@lawnpride.com.au](mailto:info@lawnpride.com.au)



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