



A BETTER WAY OF DOING BUSINESS!



Season long fertilization



Reduces lawn watering requirements



Non-staining to concrete

The **SURE GREEN**™ Story

Sure Green™ Lawn Fertilizer is a division of **Spra-Green Lawn Fertilizer LLC** located in Portales, New Mexico. The company was founded by Curtis Breshears and his father Roy Breshears to service the growing agriculture needs of local Portales area farmers. From very humble beginnings **Spra-Green** grew to become the choice of local and regional farmers in New Mexico, due to their top quality fertilizers, custom formulating capabilities, value pricing, and customer service.

Curtis, after receiving his BS in Agronomy from New Mexico State University,



became known throughout the Southwest as an expert in fertilizer formulation. As the company grew over the years, Curtis received inquiries from local family owned retail establishments to produce a line of retail lawn fertilizers. With the help of his

son Kevin Breshears **Sure Green™ Lawn Fertilizers** was launched to meet the needs of local family owned retailers.

Kevin is the third generation of the Breshears family business, and the driving

force behind the **Sure Green™** brand.

Sure Green™ has a unique position in the market place with the company's capability to custom formulate fertilizers to your area marketplace needs and specifications in three ton minimums.

Sure Green's goal is to continue the proud Breshears's tradition of introducing industry leading innovative technology, formulating top quality fertilizers at a fair price, and selling exclusively to America's family owned hardware, farm stores, garden centers, lawn care professionals, and growers.

*Ensure your future sales and profits with **Sure Green™** products!*



SURE GREEN GUARANTEE

*"**Sure Green** fertilizers and our professional retailers stand behind every product we make. Your satisfaction is guaranteed 100%."*

Curtis Breshears, Founder

INNOVATIVE SELLING

POP Built Into Pallet Display



Sure Green CUSTOMIZED LAWN CARE

- Sure-Release™ technology... season long fertilization
- Aqua-Turf™ Water Management... reduces lawn watering requirements
- Max Green Ex™ Iron Formulation... non staining to concrete

SURE GREEN PRODUCT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
LAWN & CARBONIZED PREVENTER																				
CRABGRASS & ANNUAL BROADLEAF PREVENTER																				
WEED & FEED CARBONIZED LAYER																				
SURE GREEN LAWN FOOD																				
MAX GREEN IRON SLURRY																				

FOR A GREENER LANDSCAPE!

MAX GREEN

• IRON 22/60

- Contains unique, fast acting formulation of non-staining iron
- Sulfur and iron formulation on an easy to spread uniform homogeneous pastille granule
- Non-burning formula contains 22% non-staining iron plus 60% Sulfur
- Can be used on all types of turf grasses plus trees, shrubs, roses, annuals and perennials
- Environmentally friendly formulation

Contains Non-Staining Iron Plus Sulfur
• Improves Iron Uptake
• Levels Soil Microbiological Activity



JUST ANNOUNCED

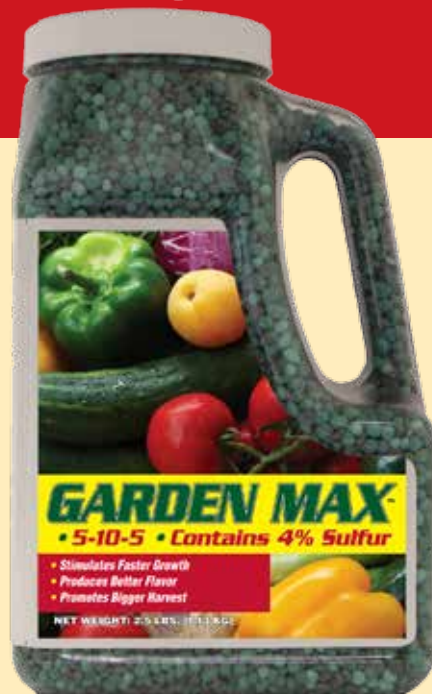
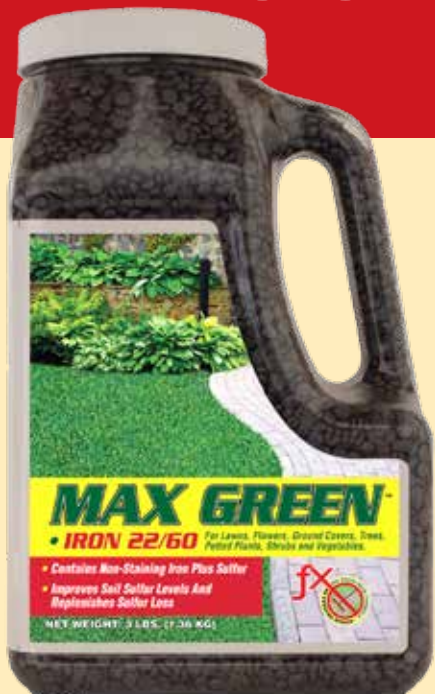
Want your own **PRIVATE LABEL?**

Introducing Sure Green's Private Label Program

- Convenient 20 LB. packaging
- High quality graphics, consumer friendly packaging
- Drop Shipment to your store with only a 4 pallet minimum order (same analysis)
- 60 Day Terms



COMING IN SPRING 2014



NEW FOR 2014

Super Green LAWN FERTILIZERS

SUPER GREEN LAWN FOOD 18-6-12

Covers 5000 Sq. Ft. Net Weight 20 Lbs. (9.07 KG)

Directions for Use: Apply to lawn in early spring and late summer. Water thoroughly after application.

Net Weight 20 Lbs. (9.07 KG)

Super Green LAWN FERTILIZERS

NEW LAWN AND SOD STARTER 9-39-0

Covers 5000 Sq. Ft. Net Weight 20 Lbs. (9.07 KG)

Directions for Use: Apply to new lawn or sod. Water thoroughly after application.

Net Weight 20 Lbs. (9.07 KG)

Super Green LAWN FERTILIZERS

GARDEN MAX 5-10-5

Net Weight 20 Lbs. (9.07 KG)

Directions for Use: Apply to garden beds. Water thoroughly after application.

Net Weight 20 Lbs. (9.07 KG)

Super Green LAWN FERTILIZERS

PECAN FOOD 14-5-0

Contains 1% Zinc and 2% Iron

Net Weight 20 Lbs. (9.07 KG)

Directions for Use: Apply to pecan trees. Water thoroughly after application.

Net Weight 20 Lbs. (9.07 KG)

Super Green LAWN FERTILIZERS

Landscape Special 12-6-6

Contains Polyurethane Coated Controlled Release Nitrogen

Covers 5000 Sq. Ft. Net Weight 20 Lbs. (9.07 KG)

Directions for Use: Apply to landscape plants. Water thoroughly after application.

Net Weight 20 Lbs. (9.07 KG)

Super Green LAWN FERTILIZERS

BLOOM MAX 9-46-0

Contains 2% Iron Chelating Ion

Net Weight 20 Lbs. (9.07 KG)

Directions for Use: Apply to flowering plants. Water thoroughly after application.

Net Weight 20 Lbs. (9.07 KG)

Super Green LAWN FERTILIZERS

FALL FEED & WINTERIZER 23-3-12

Covers up to 8000 Sq. Ft. Net Weight 20 Lbs. (9.07 KG)

Directions for Use: Apply in late fall. Water thoroughly after application.




Net Weight 20 Lbs. (9.07 KG)

Also available with your Private Label!

The



Difference

- **Colorful, consumer friendly, informative packaging**
- **Industry leading innovative technology**
 -  Sure-Release™ technology...season long fertilization
 -  Aqua-Turf™ Water Management... reduces lawn watering requirements
 -  Max Green fx™ Iron Formulation...non staining to concrete
 - Color coordinated fertilizer that matches bag... encourages repeat sales
- **Easy to spread granular formulations**
- **Full 20 lb. bags for maximum coverage**
- **Sold to independent retail dealers only**
- **Higher profit margins**
- **Custom formulations to meet local growing conditions**



Exclusive Aqua-Turf™ and Sure Release™ Technology



Aqua-Turf™ Water Management Technology Benefits

Aqua-Turf™ is a **Sure Green™** exclusive, formulated into many retail lawn foods we produce

Aqua-Turf™ is an environmentally friendly product that reduces a lawn's need for water...conserving water resources, saving time and money

Aqua-Turf™ improves the rate and depth of water infiltration, and helps minimize irrigation requirements, while helping to reduce turf stress

Aqua-Turf™ is an 100% active, nonionic, wetting agent, formulated to remain effective in the soil for several months

Sure Release™ Technology

- **Season long feeding of turf**
- **Less fertilizer runoff**
- **Saves money**

Sure Green's amazing **Sure Release™** technology protects against nitrogen waste and provides season long feeding of turf. **Sure Green™** fertilizers keep more nitrogen in the soil longer by keeping it in its usable form and out of the volatile form. That means you have more nitrogen available for root uptake and have less wasted to the atmosphere or leached into groundwater.

When nitrogen is left untreated its greatest fate and most immediate loss is due to volatility, sometimes in excess of 30% through the air within days of application. Additional nitrogen (up to 20% more) can be lost through leaching.

With **Sure Release™** you can expect the quick green-up that you don't get with coated slow release nitrogens. Plus you still get the season-long feeding that you desire.

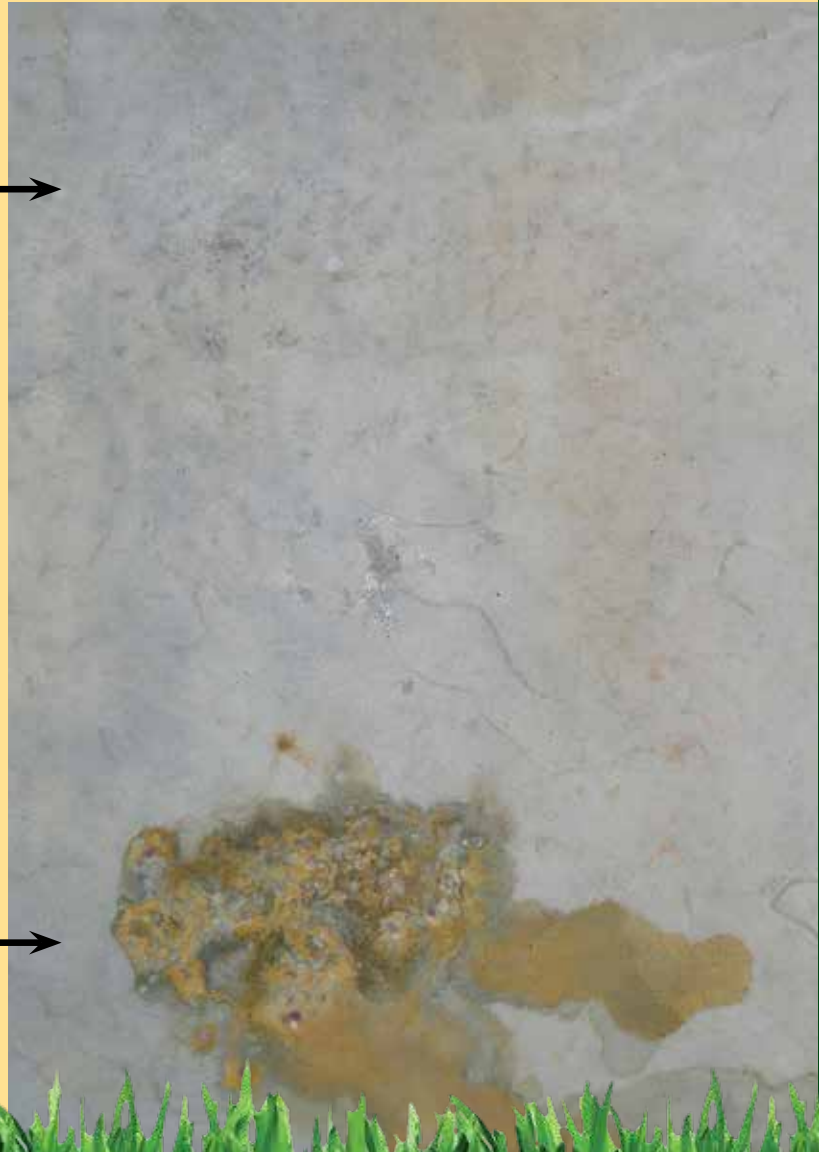
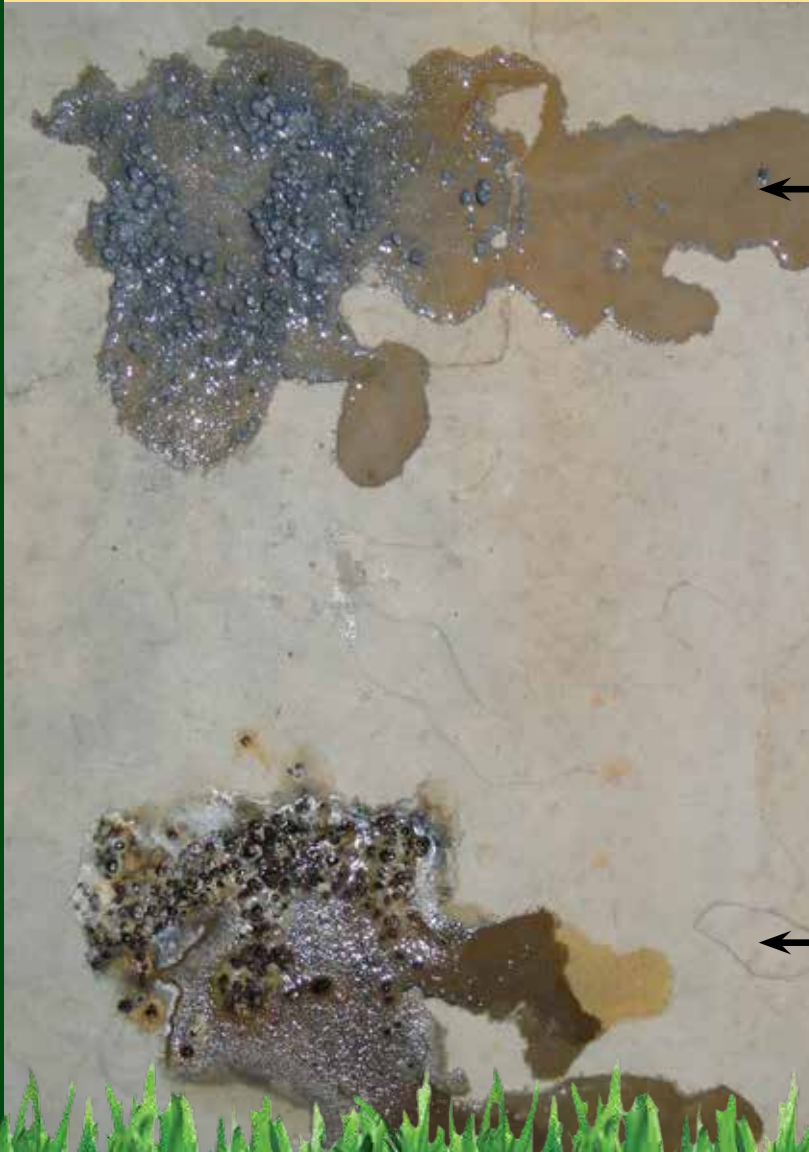


The



Difference

Get the effects you desire, not the ones you don't!



COMPETITIVE BRANDS



FOR A GREENER LANDSCAPE!

- Contains unique, **fast acting** formulation of **non-staining Iron**
- Sulfur and Iron formulation on an **easy to spread** uniform homogeneous pastille granule
- **Non-burning formula** contains 22% non-staining Iron plus 60% Sulfur
- Can be used on **all types** of turf grasses plus trees, shrubs, roses, annuals and perennials
- **Environmentally** friendly formulation

MAX GREEN™

• **IRON 22/60** For Lawns, Flowers, Ground Covers, Trees, Potted Plants, Shrubs and Vegetables.

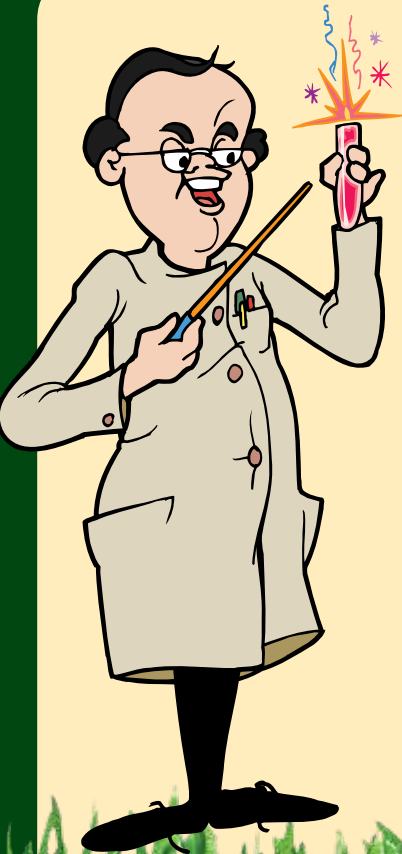


- **Contains Non-Staining Iron Plus Sulfur**
- **Improves Soil Sulfur Levels And Replenishes Sulfur Loss**

NET WEIGHT: 20 LBS. (9.07 KG)



FOR A GREENER LANDSCAPE



The iron product 0-0-0-60s-22fe is made with elemental sulfur and fritted iron oxide made into a homogenous pastille pellet. The product has some clay particles in the mix that expand when wet and causes the sulfur and iron to break down into smaller particles. This allows the sulfur to oxidize into sulfuric acid, which reacts with the iron to slowly release the iron. It also reacts with any other salt material in the soil, which helps neutralize the soil and lower the pH, thereby releasing other elements in the soil and improving growing conditions for all plants. This is why our product is so effective in our southwest soils. The iron is also non-staining to concrete sidewalks and drive ways, which makes it less problematic for the consumer and landscaper.

By Curtis Breshears, Agronomist and owner of Sure-Green products and makers of premium lawn fertilizers.

MAX GREEN™

IRON 16/40

For Lawns, Flowers, Ground Covers, Trees, Potted Plants, Shrubs and Vegetables.

11-0-0
16% IRON 40% SULFUR

- Contains Non-Staining Iron Plus Sulfur
- Improves Soil Sulfur Levels And Replenishes Sulfur Loss

NET WEIGHT: 20 LBS. (9.07 KG)



A high quality line with a BETTER BOTTOM LINE!



SANDBUR & CRABGRASS PREVENTER

Plus **LAWN FERTILIZER**

- Turf fertilizer coated with Sertlan 0.75%
- Labeled for control of Sandbur, Foxtail and many other broadleaf and weed grasses in established warm season turf grasses.
- Contains Aqua-Turf® Water Management Technology improving nutrient and water infiltration on all types of turfgrass.

ACTIVE INGREDIENTS:
Surflan (Meflufenox) 0.75%
Sertlan (Sertlan) 0.75%
OTHER INGREDIENTS: 18.50%
TOTAL: 100.00%

**KEEP OUT OF REACH OF CHILDREN
CAUTION - PRECAUTION**

NET WT. 20 LBS. (9.07 KG)

Active Ingredient:
.75% Surflan

Bag Size: 20 Pounds
64 Bags per Pallet

Coverage: Covers up to 4,400 Sq. Ft.

18-3-3-14s-1Fe	857488002183
20-0-4-15s-1Fe	857488002190
18-6-12-7s-3Fe	857488002206
16-8-8	857488002718



CRABGRASS & ANNUAL BLUEGRASS PREVENTER

Plus **LAWN FOOD**

For selective preemergence control of grass and broadleaf weeds in:

- Established lawns and turfgrasses (excluding golf course putting greens)
- Landscape ornamentals
- Established perennials and wildflower plantings
- Turf fertilizer containing .38% Proflaminate

ACTIVE INGREDIENT:
Proflaminate (CAS No. 29091-21-2) 0.38%
OTHER INGREDIENTS: 99.62%
TOTAL: 100.00%

**KEEP OUT OF REACH OF CHILDREN
CAUTION - PRECAUTION**

NET WT. 20 LBS. (9.07 KG)

Active Ingredient:
.38% Proflaminate

Bag Size: 20 Pounds
64 Bags per Pallet

Coverage: Covers up to 4,400 Sq. Ft.

18-3-3-14s-1Fe	857488002268
20-0-4-15s-1Fe	857488002275
18-6-12-8s-3Fe	857488002282
16-8-8	857488002725



WEED & FEED

Containing Lazer®

- This product is a premium grade herbicide and turf food combination which controls a wide spectrum of broadleaf weeds while providing both fast and long term feeding action
- Weeds contacted by this product gradually die and disappear from the lawn
- Covers up to 6,250 sq. ft.

ACTIVE INGREDIENTS:
Dicamba Acid (2,4-D Acid) 0.770%
Mecoprop Acid (2,4-D Acid) 0.240%
Dicamba Acid (2,4-D Acid) 0.002%
OTHER INGREDIENTS: 98.988%
TOTAL: 100.000%

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

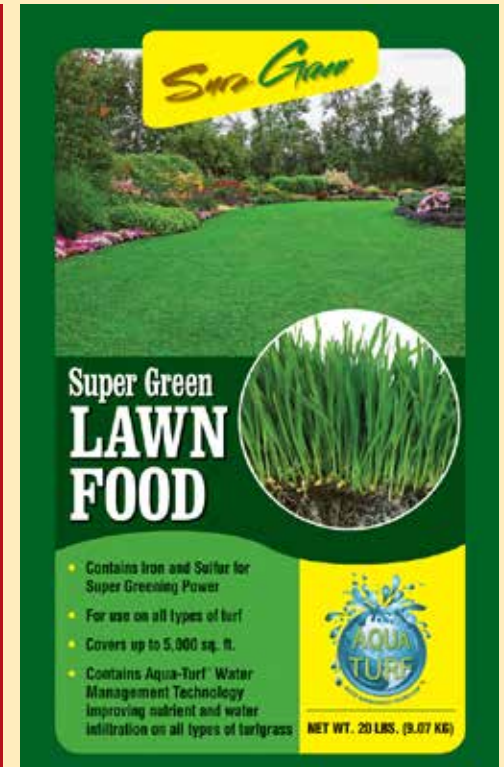
NET WT. 20 LBS. (9.07 KG)

Active Ingredients:
2, 4D, Mecoprop-p, Dicamba

Bag Size: 20 Pounds
64 Bags per Pallet

Coverage: Covers up to 6,250 Sq. Ft.

15-5-10-11s	857488002411
20-0-0-18s	857488002244



Super Green LAWN FOOD

- Contains Iron and Sulfur for Super Greening Power
- For use on all types of turf
- Covers up to 5,000 sq. ft.
- Contains Aqua-Turf® Water Management Technology improving nutrient and water infiltration on all types of turfgrass

ACTIVE INGREDIENTS:
Iron (Fe) 0.000%
Sulfur (S) 0.000%
OTHER INGREDIENTS: 99.999%
TOTAL: 100.000%

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

NET WT. 20 LBS. (9.07 KG)

Bag Size: 20 Pounds
64 Bags per Pallet

Coverage: Covers up to 5,000 Sq. Ft.

11-0-0-40s-16Fe	857488002657
24-0-0-23s-9Fe	857488002459
28-0-4-12s-1Fe	857488002145
18-0-6-26s-3Fe	857488002152
18-6-12-8s-3Fe	857488002237
16-8-8-15s-5Fe	857488002374

WHAT DO THE NUMBERS MEAN?

18

NITROGEN (N)

- Essential in chlorophyll production and photosynthesis.
- Encourages a healthy green color.
- Promotes vigorous blade, leaf and stem growth.

6

PHOSPHORUS (P)

- Like Nitrogen, phosphorus (P) is an essential part of the process of photosynthesis.
- Effects rapid growth, while enhancing overall plant health and vigor.
- Encourages root growth.

12

POTASSIUM (K)

- Helps in the building of protein, photosynthesis, fruit quality and reduction of diseases.
- Potassium is absorbed by plants in larger amounts than any other mineral element except nitrogen and, in some cases, calcium.

LAWN CARE AT A GLANCE

BAG COLOR	SURE GREEN PRODUCT	ACTIVE INGREDIENT	WHEN TO APPLY
MAROON (warm season formula)	Sandbur and Crabgrass preventer plus lawn food	.75% Surflan	Early Spring Late Summer
BLUE (cool season formula)	Annual Bluegrass and Crabgrass preventer plus lawn food	.38% Prodiamine	Early Spring Late Summer
RED	Weed and Feed	2, 4D, Mecoprop-p, Dicamba	Late Spring
GREEN	Super Lawn Food with Iron	Aqua Turf, Sure Release, Non Staining Iron	All Seasons All Grasses

SHOW & SELL



**CONSUMER
APPEALING
HIGH QUALITY
COATED
VINYL BAG**

WEED & FEED

Containing Lazer®



**HIGH VISIBILITY
PRODUCT NAME**

**WHAT PRODUCT
CONTROLS**

- This product is a premium grade herbicide and turf food combination which controls a wide spectrum of broadleaf weeds while providing both fast and long term feeding action

- Weeds contacted by this product gradually die and disappear from the lawn

- Covers up to 6,250 sq. ft.

NET WT. 20 LBS. (9.07 KG)

ACTIVE INGREDIENTS:

Chlorothalonil Salt of 2,4-D Acid	0.770%
Chlorothalonil Salt of Mecoprop-p-Acid**	0.190%
Clethodim Acid***	0.020%

TOTAL: 100.000%

Insect Specific Method, Equivalent to:

** 2,4-D Acid	0.680%
** Mecoprop-p-Acid	0.160%
*** Dicamba Acid	0.020%

CONTAINS THE SINGLE ISOMER FORM OF MECOPROP-p

FOR MORE INFO: 1-800-4-A-GRASS • 1-800-4-A-GRASS

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

See back panel for additional precautionary statements.
For Chemical Spills, Leaks, Etc., or Emergencies,
Call CHEMTEC (800) 424-9399
For Medical Emergencies Only, Call (800) 325-1313

**WHAT THE
PRODUCT DOES**

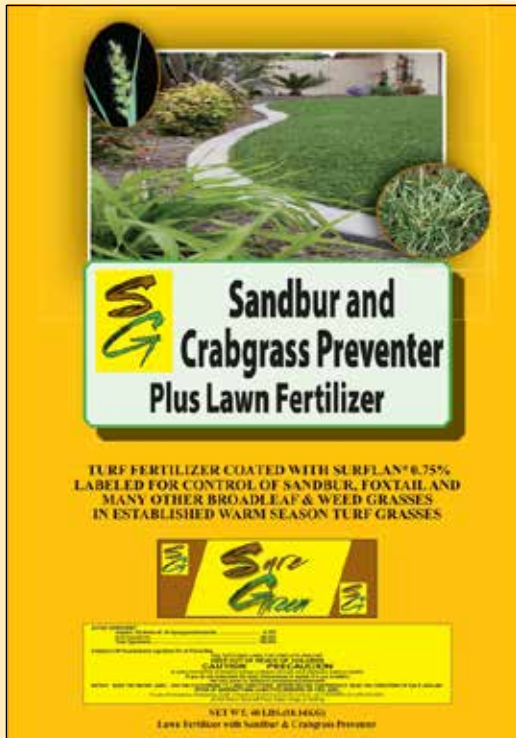
SELLING POINT

COVERAGE

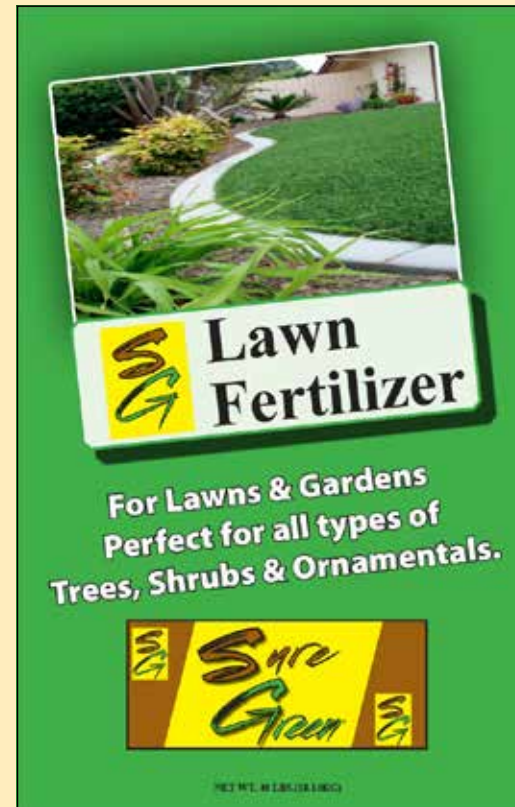
PRODUCT WEIGHT



FOR THE LAWN CARE PROFESSIONAL



Professional size packaging granular fertilizer coated with .75% Surflan® labeled for control of sandburs, crabgrass, foxtail and many other broadleaf and grassy weeds in established warm season turf.



Professional grade and size granular lawn fertilizer for lawns, trees, shrubs and ornamentals. Quick green up iron formulations also available.

Formulating quality fertilizer since 1962!

Active Ingredient:
.75% Surflan

AVAILABLE ANALYSIS PLUS TRACE ELEMENTS	UPC Code
0-0-7	857488002541
18-3-3-14S-1Fe	857488002022
20-0-4-15S-1Fe	857488002060
18-6-12-7S-3Fe	857488002091
16-8-8-15S-5Fe	857488002800

Bag Size: 40 Pounds
50 Bags per Pallet

Coverage: Spring - 6,400 Sq. Ft.
Summer - 5,800 Sq. Ft.
Fall - 8,800 Sq. Ft.

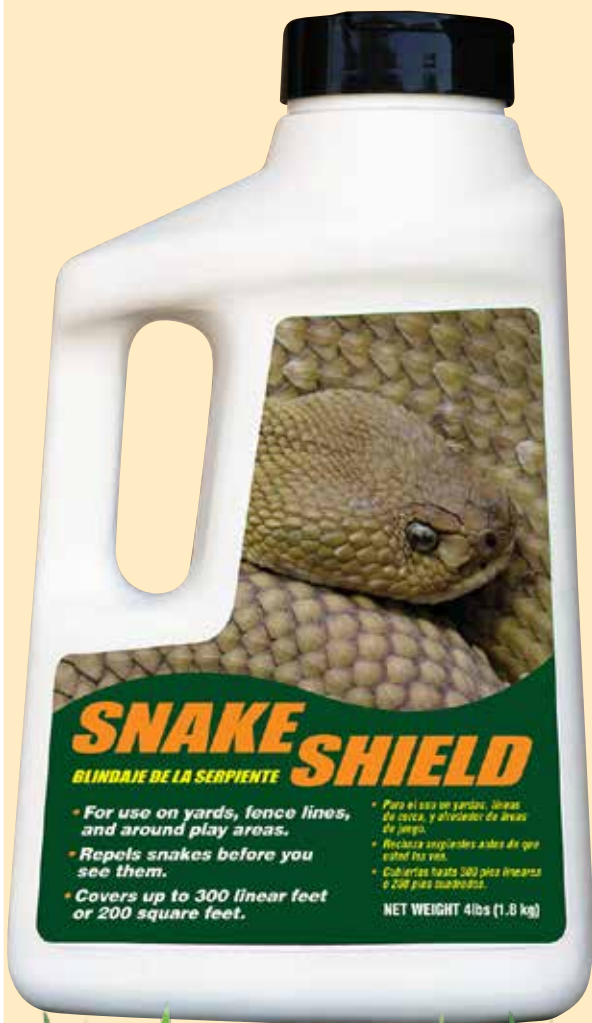
AVAILABLE ANALYSIS PLUS TRACE ELEMENTS	UPC Code
28-0-4-12S-1Fe	857488002084
18-0-6-26S-3Fe	857488002107
18-6-12-8S-3Fe	857488002121
16-8-8-15S-5Fe	857488002589

Bag Size: 40 Pounds
50 Bags per Pallet

Coverage: Covers up to 10,000 Sq. Ft.

Custom formulations available in three ton minimums for either product.

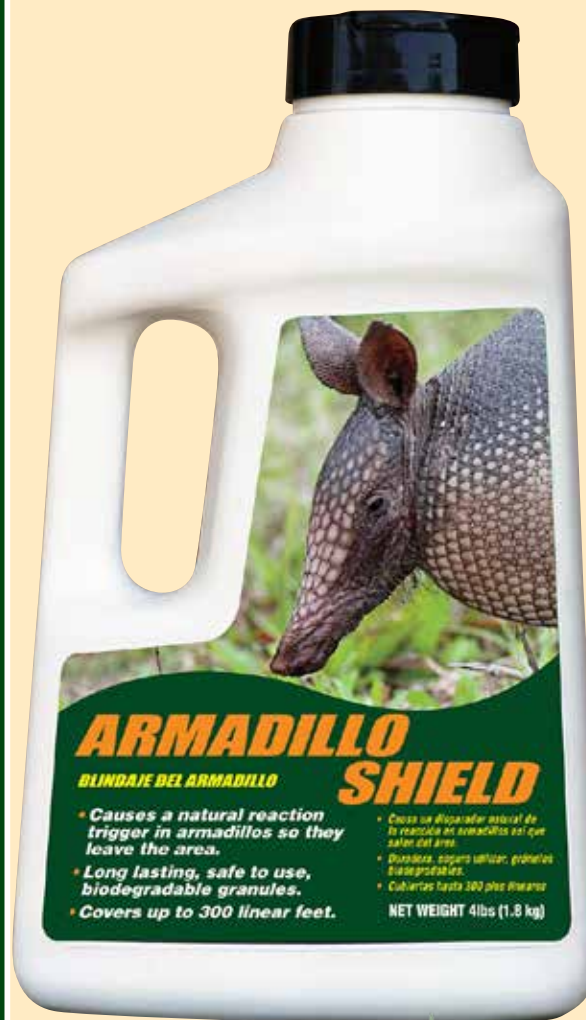
SNAKE SHIELD



- For use on yards, fence lines, and around play areas.
- Repels snakes before you see them.
- Covers up to 300 linear feet.
- More active ingredients equal better results.
- Contains Cedar Oil, Cinnamon Oil, Clove Oil and 85% Sulfur.
- Low dust formulations.



ARMADILLO SHIELD



- Triggers a natural reaction in armadillos so they leave the area.
- Long lasting, safe to use, biodegradable granules.
- Covers up to 300 linear feet.
- More active ingredients equal better results.
- Contains Garlic Oil, Cinnamon Oil, Cedar Oil and 85% Sulfur.
- Low dust formulations.



MEET OUR TEAM!



JIMMIE JOHNSON

Owner/Director

Jimmie brings over 50 years of sales and distribution experience to **Sure Green™** brands. During this time Jimmie has worked in all segments of the lawn and garden industry serving independent retailers.



KEVIN BRESHEARS

President

Kevin is the third generation of the Breshears family involved in **Spra-Green**. He attended the Agribusiness School at Eastern New Mexico University. Kevin oversees all facets of the **Sure Green™** company and is responsible for all product production.



CURTIS BRESHEARS

Founder

Curtis formed **Spra-Green, Inc. LLC** in 1962 in partnership with his father, Roy Breshears. He received his BS in Agronomy from New Mexico State University. Curtis is responsible for all raw material purchasing and shipping of **Sure Green™** products.



RUDY LIRA

Director of Sales and Marketing

Rudy brings over 30 years of sales and marketing experience in the lawn and garden industry to **Sure Green™** brands. During this time Rudy has worked in retail, wholesale, manufacturing, marketing and management segments of our industry.



Spra-Green Lawn Fertilizer, LLC

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Formulating quality fertilizer since 1962!