

# GIVE NEW PLANTINGS THE BOOST THEY NEED TO THRIVE



Reduce replacements and associated costs more than 50%



Spend time on new projects rather than replacements



Deliver landscapes with greater visual quality throughout their initial growth period



Greater customer experience and satisfaction



## EASY TO USE

Nature's Wonder® APEX-10™ fits right into your current operations and can be applied using:

**5 GAL BUCKETS**

**BACKPACK SPRAYERS**

**TRUCK TANKS & HOSE SPRAYERS**

**IRRIGATION SYSTEMS**

*APEX-10 can be mixed with liquid fertilizers, pesticides, and growth regulators.*



## EASILY FITS INTO YOUR BUSINESS

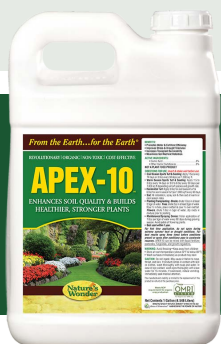
For just a small investment per ounce, you can choose the model that works best for your business:

### REVENUE OPPORTUNITY

Users have successfully turned APEX-10 into a revenue generator, charging customers a nominal fee at a profit, such as \$1-2 per shrub or tree.

### INSURANCE POLICY

Some users recover the cost of the product from their customer while others find the value in their more efficient operations.



[www.APEX10usa.com](http://www.APEX10usa.com)

# SPOTLIGHT ON SUCCESS



**Jim Erickson, CNLP**  
Commercial Landscape Manager  
Williamstown, NJ

CUT LOSS RATE  
**50%+**

**12%**  
REVENUE GAIN

*As one of the top landscaping companies in New Jersey, we highly recommend the use of this product on all plants, trees, and turf. We've added APEX-10 to our tree and shrub plantings as part of our ongoing quality control and loss prevention program. Since 2007, Joseph's has applied APEX-10 to all of our trees and shrubs when first planted. The results have been outstanding. In fact, APEX-10 improved our revenue-to-loss and lost opportunity revenue ratio by almost 50%. The trees and shrubs have held up much better under extreme heat with less water.*

*We've measured a decrease in our loss rate from 10% to less than 5%. When examining APEX-10's impact, while the number of plantings decreased in the years studied, we measured an increase in gross revenue by \$30K. We also increased our opportunity revenue by \$14K for a total gain of \$44K (more than a 12% increase). **In addition, we use APEX-10 as a revenue generating source, so the material does not cost us anything.** The results speak for themselves.*

## APPLICATION GUIDE

Nature's Wonder® APEX-10™ packs a punch in small doses. Just mix with water into your preferred tank size and apply!

### SOD

At installation, spray soil, then sod at a rate of

**3oz**  
per 1,000 sf

### SHRUBS

**1oz**

mixed in at least 2.5 gallons of water. Pour in planting hole & over root ball.

### TREES

**2oz**

mixed in at least 5 gallons of water. Pour in planting hole & over root ball.

### SMALL PLANTS

Using a mixture of  
**1oz**  
per 5 gallons of water,  
spray soil prior to planting or dip roots until soaked.

### MAINTENANCE

Maintain lawns after installation at a rate of

**3oz**  
per 1,000 sf  
every 45-60 days

### EASY-MIX GUIDE:

Tank Size (Gal.)	50	100	250	320
APEX-10 (Oz.)	10	20	50	64



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