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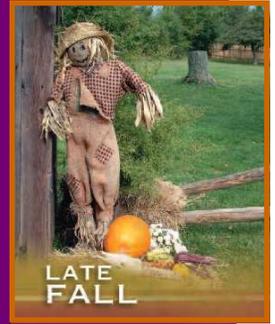
POINTS OF INTEREST

- Fall fertilization helps grass plants emerge from the difficult summer conditions and prepares them for the winter dormancy.
- Low pH levels in the soil can keep grass from absorbing soil nutrients. Lime helps to correct the pH balance in the yard.
- Deep Root Fertilization, a Tree & Shrub treatment, places a slow-release fertilizer in the plant's root zone to deliver nutrients that last the entire year.

Green Up

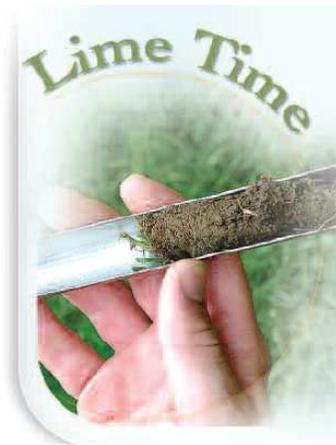
Lawns and Landscapes

ISSUE V LATE FALL 2009



Lime and Soil pH Critical to Beautiful Lawn

When a lawn doesn't respond to regular fertilization, there might be a problem with the soil pH. An acidic soil traps nutrients, keeping the benefits from the grass. Correcting a low, acidic pH soil level encourages grass growth and more efficient fertilizer use.



Soil pH is a measure of the acidity or alkalinity of your soil. The soil pH is measured on a logarithmic scale from 0 (highly acidic) to 14 (highly basic), with pH=7 being perfectly neutral soil. Soil pH is important to monitor as it directly affects a plant's ability to take nutrients up from the soil.

Soil pH dictates nutrient availability for plants. Nutrients such as calcium, potassium, magnesium, and even ammonium exist as positive molecules bound in the soil. Acidic soils displace the desirable nutrients from the soil and allow the plants to absorb the now soluble nutrients.

At pH 6-6.5, nutrients are displaced at a moderate rate,

allowing plants to easily absorb nutrients through their roots. However, at pH below 6, the rate of nutrient displacement is so great that plants are unable to absorb all of the nutrients moving through the soil. Excess acidity causes poor plant growth by quickly depleting the soil of valuable nutrients.

Green Up monitors every customer's soil pH through yearly soil sampling performed during the summer, and we notify the customers if liming is needed. We apply our optional lime application each winter.

Lime can also help improve the soil structure, especially for heavy, clay soils that usually contain low levels of calcium.



Deep Root feeding is done in the winter, but benefits plants all year long.

Deep Root Fertilization this Winter

During the winter months, Green Up offers Deep Root Fertilization for your landscape trees and shrubs. This optional program helps reinvigorate landscapes after a year of growing and ensure that all required nutrients are present in the soil. Additionally, Deep Root Fertilization supplies nutrients to encourage another strong year of growth and blooming.

Deep root fertilization places an extremely slow release fertilizer

directly in the root zone of your plants. The fertilizer is gradually broken down by microbes, giving your trees a year long supply of nutrition.

Deep Root Fertilization is an optional program, but the benefits to your trees are numerous. Leaf and flower colors are more vibrant and

new growth is facilitated by the continual release of nutrients throughout the year. Furthermore, evidence shows that proper nutrition may also help plants better survive and recover from insect infestations and drought stress.



Save Time By Mowing Leaves

Preparing the Lawn for Winter

- As lawns prepare for winter dormancy, turf density can increase by up to 20%
- Support root growth with a core aeration to help relieve compaction and give roots space in which to grow.
- Eliminate fall weeds to avoid competition.



- Apply a heavy dose of fertilizer to encourage new growth.
- Remember to continue to water in the absence of rainfall, especially if you have put down new seed this fall.
- Mulch leaves by mowing them when mowing the yard. By mowing over the leaves, you save the time it takes to rake them and save space in landfills.

While the changing of the season brings beautiful colors, homeowners know that that beauty comes at a cost: a yard covered in leaves. To be sure, the homeowner needs to get rid of the leaves. A thick layer of leaves blocks sunlight and traps moisture on the grass blades, drastically elevating the potential for turf disease.

Raking leaves takes an enormous amount of time and energy, and also adds trash to crowded landfills.

Instead of raking leaves and putting them out to the curb in trash bags, consider mulching your leaves this fall with a mulching mower.

Mike Goatly, an Extension Turfgrass Specialist for Virginia Tech, notes that “Numerous university research reports have detailed how leaf mulching affects turf performance. In almost every instance, the results show that chopping up deciduous leaves as part of a regular mowing schedule is an

effective means of managing these leaves without harming the turf.”

Moreover, mulched leaves add organic matter to the soil below your grass, which is vital for a healthy, green lawn above. This approach can also save valuable time and money.

To learn more, visit us on the web at GuysInPurple.com, and click “Leaf Management” under the Quick Tips heading on our homepage.



Green In More Ways Than One

Whenever your lawn looks lackluster, The Guys In Purple can bring the green color back. And when it comes to being a “green” company, Green Up is also taking the necessary steps.

Green Up takes an integrated pest management approach, emphasizing the prudent and judicious use of control methods. While we use pesticides, we take an extra measure of care to be responsible for the world around us.

Green Up’s ongoing participation in the Virginia Department of Conservation and Recreation’s (DCR) Nutrient Management Program demonstrates our dedication to providing responsible lawncare for residents of Southwest Virginia. The Nutrient Management program is a voluntary effort we have entered to help protect the surface and ground waters of Virginia. We work with the DCR to form a state approved plan for providing

accountable lawncare.

All of The Guys In Purple are licensed and certified with the Virginia Department of Agriculture and Consumer Services. Every application is done by a technician who has demonstrated competency by passing state licensing examinations. Technicians attend training seminars and continuing education classes in order to keep their knowledge up to date and their certifications valid.

For A Healthy Lawn, Begin With Soil Below

A lush, green yard is the tip of the iceberg. And what happens beneath the water—or beneath the soil—greatly affects the conspicuous above ground results. Well maintained soil is literally the groundwork of a beautiful lawn.

Dr. Jared DeForest, professor of soil ecology at Ohio University, states that “Good soil structure is a hallmark of healthy soil. If soils are healthy, then healthy turf can follow.” According to Dr. DeForest, the best way to determine the quality of your soil structure is to take a handful of your soil and break it up. The best soils are granular ones that



will crumble, looking like cookie crumbs, and will not break up into dust.

Other than tilling, there are two ways to improve your soil structure: adding organic matter, and liming.

That’s one of the reasons why Green Up uses an organic-base fertilizer with the summer treatment. Other than the Early Spring fertilizer that contains the pre-emergent crabgrass control, all of Green Up’s fertilizers have organic content ranging from 60% to 35% by weight. All of the labels for our fertilizers and for every product we use can be found on our website.

The organic matter in that fertilizer not only greens up your yard in the short term, but also adds organic matter that improves your soil structure in the long run.

Lime is another application that can help poor soils. Though normally used to adjust soil pH, lime adds to the organic quality of a lawn by increasing microbial activity in the soil. Lime also has additional benefits for clay soils, which are usually low in calcium.

Green Up uses Solu-Cal as its liming agent. Solu-Cal is the only university tested calcium-enhanced product on the market.

Our Programs...

Lawn Care

Round 1

Early Spring—Fertilization
Pre-emergent Crabgrass Control
Broadleaf Weed Control (as needed)

Round 2

Late Spring—Broadleaf Weed Control
Fertilization (as needed)
Insect Control (as needed)

Round 3

Summer—Organic Fertilization
Broadleaf Weed Control (as needed)
Take a soil sample and test soil pH
Recommend Lime for low soil pH
Insect Control (as needed)

Round 4

Early Fall—Fertilization
Broadleaf Weed Control
Insect Control (as needed)

Round 5 (CURRENT)

Late Fall—Fertilization
Broadleaf Weed Control (as needed)

Round 6

Winter—Fertilization

Tree & Shrub

Round 1

Early Spring—Dormant Oil Spray

Round 2

Late Spring—Insect and Mite Control

Round 3

Summer—Insect and Mite Control

Round 4

Late Summer—Insect and Mite Control

Round 5 (CURRENT)

Fall—Dormant Oil Spray

Round 6

Winter—Deep Root Fertilization

Optional Services

Preventive Grub Control (Late Spring)

Reemergent application that controls the white grub population in the yard, preventing grub-related turf damage.

Aeration/Overseeding (Fall)

Core aeration removes plugs from the yard to relieve soil compaction before winter dormancy. Overseeding puts down new grass seed that will grow out of holes and thicken lawn.

Lime (Winter)

After testing soil pH during Round3 (Summer) Lawn Care treatment, Lime application recommended for customers with soil pH less than 6.00, with a pH of 6.50 being optimum.



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The Guys in Purple!



- Locally owned and operated in the Roanoke, Virginia area for over 25 years, Green Up is familiar with the soil types and climate of our region. We realize what a beautiful area we live in and are committed to providing quality, responsible lawn service.
- Our service programs are specifically designed with knowledge of the local environment. Our practices are environmentally friendly, as you would expect from a good neighbor.
- We are a local company dedicated to providing friendly service and guarantee our work. Call the Guys in Purple today!



20% off
Lime treatment

*You know us by our purple shirts and hats.
Just like the color purple, we stand out from the ordinary.*



- **Must currently subscribe to one of our maintenance programs to redeem this offer. Only one coupon per customer.**
- **Lime is only recommended for soil pH of 6 or lower.**
- **CLIP THIS COUPON and call into the office to receive your discounted lime application or to inquire about your soil pH!**
That's 389-2208