

PO BOX 4605
ROANOKE VA 24015
PHONE: 389-2208
EMAIL: INFO@
GUYSINPURPLE.COM

Green Up



Lawns and Landscapes

ISSUE VI WINTER 2009

**COUPON
ON PAGE 4**

POINTS OF INTEREST

- Winter fertilization helps grass plants emerge from dormancy quicker, and ensures rapid spring growth.
- Keep mulching leaves as they fall. Leaves left on grass can lower the soil pH, which might require liming to fix.
- Green Up performs a Lime application each January.
- 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.

Late-Season Feeding Expedites Spring Growth

With short days and unpleasant weather, the winter season is not normally a time when people's minds are focused on their lawns. Dormant season activity, however, can effect the appearance and health of your lawn for the remainder of the year.

Even though plant growth above ground has slowed or stopped, the grass plant is still physiologically active. In fact, the winter is when the majority of root expansion occurs. This growth below-ground creates a thicker root system that naturally keeps intrusive weeds out, and a thicker appearance in the Spring.

The best way to help your lawn this winter is with a Late Season Fertilization. Fertilizing

ensures that nutrients are available, which encourages root growth. Moreover, a late season feeding both extends the greening period later into the winter and helps the lawn come back sooner next Spring.

Fertilizing this winter also reduces the need to fertilize in the Spring. Spring is already a time of rapid growth, as well as a time of increased mowing. Nutrients are removed from the grass as clippings are bagged and removed.

By fertilizing heavy in the late fall and winter, Green Up can focus more on crabgrass and weed control in the Spring, and be more judicious in use of fertilizers.

If 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.



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.



Thanks for Another Great Year!

Things to Keep in Mind This Winter

- Salt used to melt ice can damage or burn the turf grass. Be careful in using salt, or try a non-harmful alternative such as calcium chloride.
- Snowfall actually benefits the yard, providing a layer of insulation.
- The winter is when your lawn expands its root system. Late season fertilization can add to this process.



Thicker Yard, Thicker Wallet

- Green Up's annual Pre-pay offer will be sent out to all customers in middle January. We offer a 5% discount to customers who prepay for the year. This is not a binding contract.
- Keep checking our online newsletter for coupons.

Green Up Lawns and Landscapes would like to thank you for choosing us to meet your lawn and landscape care needs this year. We know there are many choices, which is why we work hard to deliver a quality service and exceptional customer service. Our goal is your continued satisfaction!

As a local company, we are environmentally conscious of how our work affects our region. We strive to provide quality work performed



responsibly. Our efforts partnering with the Virginia Department of Conservation and Recreation to gain state approval and license all of our

applicators demonstrates our commitment to environmentally appropriate lawn-care. We also use organic-based fertilizers, with as much as 65% recycled material.

We are committed to providing you with the best service and customer care in the Valley. Please call our office if you have any questions or if we can be of help. Thanks for a great year and we look forward to seeing you in the Spring!



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

Late Fall—Fertilization
Broadleaf Weed Control (as needed)

Round 6 (CURRENT)

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

Fall—Dormant Oil Spray

Round 6 (CURRENT)

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 (JANUARY) (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.



Green Up
 Lawns and Landscapes
 PO Box 4605
 Roanoke VA 24015
 Phone: 540-389-2208
 Toll Free: 1-800-540-7215
 Fax: 540-389-4168
 E-mail: info@guysinpurple.com
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!

Learn Even More!
www.guysinpurple.com



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