



## Save Some Green with Water Conservation

Water conservation is the hot button issue right now with many states and municipalities combating the lack of water with mandatory water use restrictions, penalties, and increasing the overall cost of water. With new state mandates in place (most notably in California), water agencies will be cracking down hard on the single largest consumer of potable water: Landscape Irrigation.

Not to fear! Green As It Gets's soil treatment products GardenMax, TurfMax, and PenMax Plus work together to save 40% of your landscape's water usage! Amazing stuff!

Currently, many landscapes are irrigated very inefficiently meaning that much of the water applied to the landscape is never even used by the plants. Some of these irrigation inefficiencies include water runoff, shallow root systems, poor water absorption, evaporation, and a mosaic pattern of soil types.

Water runoff and poor absorption can be greatly attributed to hard chemically and physically compacted soils. In fact, most construction developments compact the soil (including the landscape) to a 98% compaction rate in order to pour a pad. Heavy clay soils also contribute to runoff and poor absorption. The advanced soil penetrants within our soil treatments open up the pores of the soil allowing air, water, and nutrients to penetrate the soil up to 8 feet deep within 24 hours! Problem Treated.

The issues of evaporation and shallow root system stem from the first problem of heavily compacted soil. In many cases where sod has been laid, we are often able to roll the sod up after an entire year of "establishment". This means the sod root system only penetrated the native soil by 1/2"-1". The turf never grew any roots to absorb the water! No wonder we think turf is such a thirsty crop! Once the compaction issues are treated, water, air, nutrients and roots are able to finally penetrate the native soil. Augmenting this process are the 20 varieties of Mycorrhizae fungi and 19 species of beneficial bacteria. These soil microbes quickly attach to the roots and increase the water absorption surface area of the entire root system by 100-1,000 times. Now that your landscape plants effectively have a 100-1,000x bigger root system penetrating down 24"+ (in the case of turf), irrigation practices can be changed to water less frequently for longer amounts of time. This type of "deep watering" greatly decreases the amount of water lost through evaporation. Problem Treated.

Rapidly changing soil types was previously a difficult problem to address. The industry's common practice has been to water to the weakest area – that is, over water many areas to make up for others that require more water. This industry-wide practice wastes a ton of water. Part of the soil treatment process results in greater uniformity of all soil types making water requirements between areas more similar. Less water is wasted because of over watering resulting in dollar savings for you or your client. Problem Treated.

The demand for water is rising. The cost of water is rising. Sooner than later we will be forced to cut back on water because of prohibitive expenses or state mandates and restrictions. When your landscaping project faces these issues, will it be prepared? Treat your project's soil with GardenMax, TurfMax, and PenMax Plus to reduce its water requirements by up to 40%.

Save Money, Save Water – Problem Treated.