



Locally owned and operated providers of 100% natural organic, non-toxic, food grade pest control and lawn care applications safe for children, pets, and the environment.

- Free Consulting
- Free Lawn Evaluations
- Fertilizing
- Weed Control
- Aeration
- Overseeding/Hydroseeding
- Soil Analysis and Correction

1310 South Main Street, #3
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Introductions are in order! Hi! I'm Brian Bengtsson, the new General Manager for Child's Play Organic Lawns. These are my dogs, Wiley and Marley. Before I knew about organic lawn care I accidentally poisoned Wiley with Diazinon. He lived through the spasms and I got wise. Having experienced directly how grossly we underestimate the danger of synthetic pesticides I readily accepted the opportunity to promote safe, natural products for lawn care.



I would like to thank you for using our products and services to keep your yard in great shape. The combination of natural organic fertilizers, infrequent and deep watering, mowing to 3", and a little manual weeding make for a beautiful, natural barrier to weeds.



Speaking of weeds... I'd like to reiterate a key point. There is nothing in the organic world I can spray on a lawn to kill weeds and leave grass unharmed. It's the one thing chemicals can do that organics can't. This season, two weeks of 80 degree weather in April followed by a dry, cool spring, allowed dandelions to get an early start in everyone's yard, chemical and natural alike. They are a big problem and there are numerous, safe, natural solutions for removal and prevention.

Know the enemy! Dandelions are perennial weeds; the same plant comes back from the root each year. They propagate via seed (the puffball children love to blow around). One flower can produce 200 seeds and one plant can produce 5,000 seeds! A dandelion seed must reach the first 2 cm of soil to germinate. Once a dandelion seed germinates, the plant is there until the root is removed. In its first season of life a dandelion typically does not grow large enough to be cut by mowers and has tiny flowers. As the plant ages it gets larger, taller and more noticeable in the yard.

Shields Up! To control the spread of dandelions and crabgrass we apply our natural pre-emergent called Turf Shield. It prevents seeds from growing. However, any seeds that germinated late last year or very early this year are beyond Turf Shield's control. Further, those little plants that didn't flower last year will do so this season. What went unnoticed then will be very noticeable now.

Clearing your yard of dandelions requires a combination of removal and prevention. For the task of removal I can't speak highly enough of the Weed Hound. It makes short work of pulling weeds! A couple hours on a Saturday afternoon will eradicate 90% off your dandelion problem without toxins, poisons or bending over. Afterward a few minutes of pulling here and there (before flowers turn to puffballs) will prevent new plants from spreading.

The best method of prevention is keeping your turf thick, healthy and cut to 3" in height. This suspends the seeds and prevents them from getting to the critical 2 cm of soil required for germination. Even if seeds succeed in penetrating the soil, the thick canopy of grass will help prevent sunlight from getting to the seedlings, further arresting development. With diligent use of the Weed Hound and continued use of Turf Shield you will be assured a dandelion free yard.



Weed Hound Manager's Special - 1 FREE Hour of Weeding with Purchase of a Weed Hound!

In recognizing it has been an especially bad season for dandelions I am extending a special offer. The Weed Hound is \$24.00 and available for purchase from us. Our normal manual weeding rate is \$20.00 per hour per person. In exchange for completing the enclosed survey I will include 1 hour of FREE weeding with the purchase of a Weed Hound!

"You'll get farther with sugar than vinegar", except with weeds!

Do you have grasses or weeds growing in landscaped areas? Do you have areas of your yard that are completely overgrown by weeds? Using a low pressure applicator and our powerful blend of horticultural vinegar I can spot treat for weed removal! Vinegar removes the waxy cuticle from plants, exposing the soft inner tissue to air and heat from the sun. The tops wither and die, which starves the root. This technique has proven effective, just note that some grasses like Johnson Grass and Barnyard Grass require 2 or 3 treatments.



Horticultural Vinegar Manager's Special -

1 FREE Hour of Labor!

This is a relatively new product and I'd like to extend a special offer. The minimum product charge is \$25.00 plus \$25.00 per hour for labor. In exchange for completing the enclosed survey I will provide 1 treatment at the normal product rate and 1 FREE hour of labor!

This grass just won't grow. What am I doing wrong?



You've worked, you've fertilized, you've done the things you think you should, but the grass won't color up. It's thin, it's patchy, and the weeds just keep coming. The problem may be your soil. *Have you had a soil analysis?* Turf grasses prefer neutral soil pH of 6.5 to 7.0. Rainwater contains sulfur, which makes soil acidic (acid rain). Acidic soil makes it difficult for grass to utilize nutrients, which leads to thin, weak roots and poor blade development. High salt and poor nutrient levels lead to the same. Our soil analysis will profile your dirt against ideal conditions. By balancing the soil chemistry with lime and/or gypsum treatments we promote optimal root development, which results in good color and thick, strong blades.

Soil Analysis Manager's Special - TAX FREE!

Proper soil chemistry is crucial for healthy turf and helps you get the most bang for your fertilizing buck. If you haven't had a soil analysis, please consider this offer. A soil analysis is \$42.35 with tax. In exchange for completing the enclosed survey I'll provide a soil analysis TAX FREE, which is \$39.95. Should you commit to the recommended soil amendments, they will be TAX FREE as well. Plus, if lime and gypsum are to be done at the same time, we discount 1 treatment by 50%. What might that cost?*

Item	Offer Price	Normal Price, with tax	
Analysis	\$39.95	\$42.35	Based on the average lawn size of 10,000 square feet, which costs \$90.00 to treat with lime or gypsum.
Lime (10,000 sq. ft. yard)	\$90.00	\$95.40	
Gypsum (10,000 sq. ft. yard)	\$45.00	\$95.40	
Totals:	\$174.95	\$233.15	

Silver Combo Manager's Special - TAX FREE!

If you have a Silver Combo fertilizing program it will be fall before your lawn is treated again. Depending on soil conditions and watering habits the lawn may lose color and/or go dormant in the summer heat. In exchange for completing the enclosed survey, I'll provide a Liquid Gold application TAX FREE!*

* To estimate the cost of an application, consult your 2005 estimate for services or call us for a quote.



Enough about us. What do you think about us?

We think we have a pretty good thing going, but we're only as good as *you* think we are. We want to build a company that understands your goals, provides products and services to meet those goals, and does so in a courteous, professional manner.

In order to do this we need to hear from you. We would greatly appreciate you taking a few minutes to answer the following questions and return this page in the SASE provided. In exchange for your time we will provide you with a Manager's Special of your choice. Thank you in advance for your assistance with making Child's Play Organic Lawns the premier provider of lawn care you can live with.

Full name: _____

Are you a new customer in 2005? Yes No

If not, how many seasons have you used our products? _____

Has your yard improved or declined with use of our products? Improved Declined

How so? _____

Did our sales person explain none of our fertilizers kill weeds? Yes No

Did we explain some manual weeding may be required
for a weed free lawn? Yes No

Did we explain weed control is best achieved with a thick stand of
healthy turf, which takes time and patience to build? Yes No

Did you receive an information packet with your estimate? Yes No

Do we show up on time/when we say we will? Yes No

Do we respond with accurate and acceptable answers to your questions? Yes No

Do you feel you can count on us for advice and input to maximize the
investment in your lawn? Yes No

Do we provide accurate invoices that are easy to understand? Yes No

At this point, do you think you'll continue using us next season? Yes No

Why or why not? Any additional thoughts/concerns?

Thank you for your input! Please select the special you would like to take advantage of:

- I'd like a Weed Hound. Sign me up for a FREE hour of weeding.
- I'd like some weeds killed. Please call me to make an appointment so I can point them out.
- What's wrong with my dirt? I'd like a TAX FREE soil analysis.
- Give this grass a boost. Sign me up for an extra Liquid Gold application TAX FREE.



Got Grubs?

Up to one-and-a-half inches long, C-shaped, with yellow or brown heads atop a white body, grubs are a common feature in any yard. The adolescent form of a variety of beetles, grubs pass their days munching on your grass's roots. With voracious appetites they easily infest lawns and can destroy the healthiest turf in a matter of months. Knowing how to identify a grub infestation before it spirals out of control is important in preventing massive destruction of your lawn or cause the need for its full replacement.

Asiatic, Japanese and Oriental beetles, as well as May and June bugs, lay their eggs in lawns in the summer. After a quick incubation period, the eggs hatch and the adolescent beetles – the worm-like grubs – immediately begin to feast on your lawn's roots. Some grubs take up to two years to mature into beetles; when the weather turns cold, they bury themselves deep within the lawn's root system where they hibernate until spring ushers in warmer weather.

The first sign of grub infestation of your lawn will be the appearance of brown patches. Strips of dead grass will easily peel away as if rolling back a carpet. Brown patches can signify many types of lawn problems, so you should test specifically for grubs by cutting out one square foot of turf. If you see five to ten grubs hanging from the roots, the lawn is lightly infested. Thirty to fifty grubs is indicative of a heavily infested lawn.

In high numbers they can attract destructive mammals such as moles and skunks, turning your lawn into a biological battlefield. Their cravings might aid in controlling the grub population, but their sharp claws will hardly preserve your perfect, green turf.

Our method of grub control involves applying beneficial nematodes to your lawn beginning now and anytime throughout the summer. Nematodes are microscopic worms that will also feed on flea larvae, occasionally termites, and other insects that live in the soil. They seek out grubs, burrow into them, feed, multiply, and move on, killing the grubs. As long as the soil remains relatively moist, these nematodes have the potential to live as long as 18 months before dying. Nematodes are

harmless to pets, people, plants, and anything except insects.

Child's Play
ORGANIC Lawns

Now is the time to treat for grubs before they become destructive!
Call us today for an estimate or to schedule a treatment!



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"LAWN CARE YOU CAN LIVE WITH"