

**GREENTRX™**



**BETTER FOR YOUR GRASS. BETTER FOR THE PLANET.**

# FOR GREEN SPACE UNLIKE ANY OTHER, GRASS NEEDS GREENTRX, A PLANT NUTRIENT UNLIKE ANY OTHER.

## ANTHONY WILLIAMS

Golf Course Superintendent  
Danville Country Club  
Danville, Kentucky

Healthy grass is about more than looks. It's about people. A golfer planting his spikes to sink a hole in one, children playing barefoot in the backyard, or a team practicing for game day. Great grass is the home

field for American life. And great grass needs GreenTRX.

GreenTRX is a unique high-efficiency plant nutrient that uses a proprietary technology to deliver nutrients when they're needed most.

Nutrients are delivered fast and then slowly for up to eight weeks, with 65% of the nutrients released during the first two weeks, and the remaining 35% over six to eight weeks for optimal effect.

As an added benefit, this nutrient delivery system, called the Organic MaTRX, was designed with an eye toward sustainability and environmental stewardship.

## MATT SHAFFER

Director of Golf Course  
Operations, Emeritus  
Haverford, Pennsylvania

*"I didn't see any runoff, or anything that appears to be damaging the environment. Anytime you can do something to be an environmental steward, it's positive.*

*We were so pleased with GreenTRX this year that next year we will be applying GreenTRX to our tees and collars and approaches, not just our greens.*

*"When I was at Merion, I oversaw the construction of a totally new range. We built it like a 5 acre green with 100% sand. It perked 22 inches an hour when it was first built. Four years later, it perked at 18 inches an hour. With the lack of holding capacity, we could never hold nutrients until we tried GreenTRX.*

### GREAT COLOR. HEALTHIER GRASS.

"I went full bore after I put GreenTRX on all of our greens. The recovery after aeration was phenomenal. In four days, the holes were completely filled in."

### DENSITY WITHOUT GROWTH.

"I was amazed at the density without growth. The color was sensational. I had healthier turf. I got better disease resistance. Low, low burn potential. It gave me more predictability in release."



## ERIC HARSHMAN

College Grounds Coordinator  
Kentucky

## A GREENER GREEN, A FASTER GREEN

GreenTRX grass is greener because the right nutrients are supplied in the right amount and at the right time. Its nutrient-rich formula includes ammonium N, sulfur sulfate, and ferrous iron.

Within days after application, grass appears greener.

*"I want to make sure that the product stays in the soil for a good bit of time. Here on the sports complex, I fertilize at least once a month. The coaches have been thrilled with the way the fields have been looking and playing. GreenTRX really pushes those roots to get good and strong."*

*"If you want a good green color that pops, this is the stuff. The overall health and the performance of the turf — it speaks for itself."*

### WITHSTANDS ABUSE. COLOR POPS.

"I've definitely seen a health and performance benefit on the field since using GreenTRX. The field stripes up better. The different mowing patterns are more vibrant. It pops."

## A LONGER GREEN

GreenTRX jumpstarts lawns and turf. A balanced nutrient package releases fast, then slowly, delivering nutrients to grass when needed most in a plant available form. Healthy grass lasts longer, better withstands drought, excessive rain, heat, and cold.

## WHY IT WORKS

GreenTRX works because once the nutrients are applied, they are delivered to the plant in a bio-available form. This nutrient delivery system, the Organic MaTRX, is a proprietary mechanism that mimics nature.

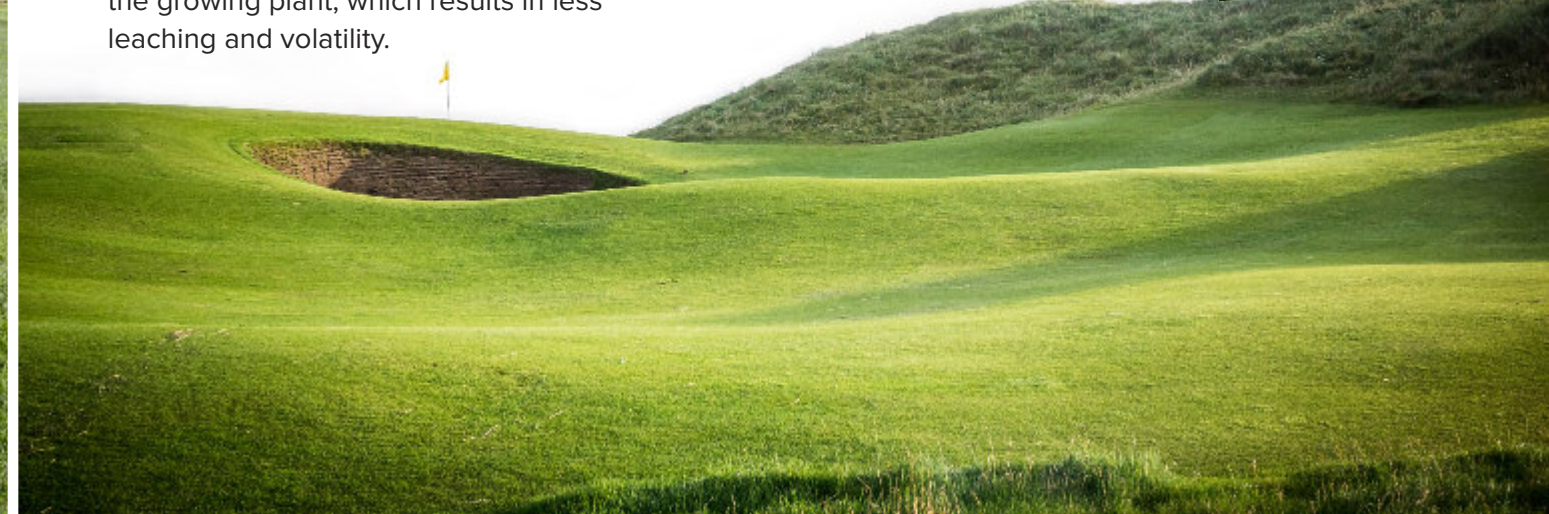
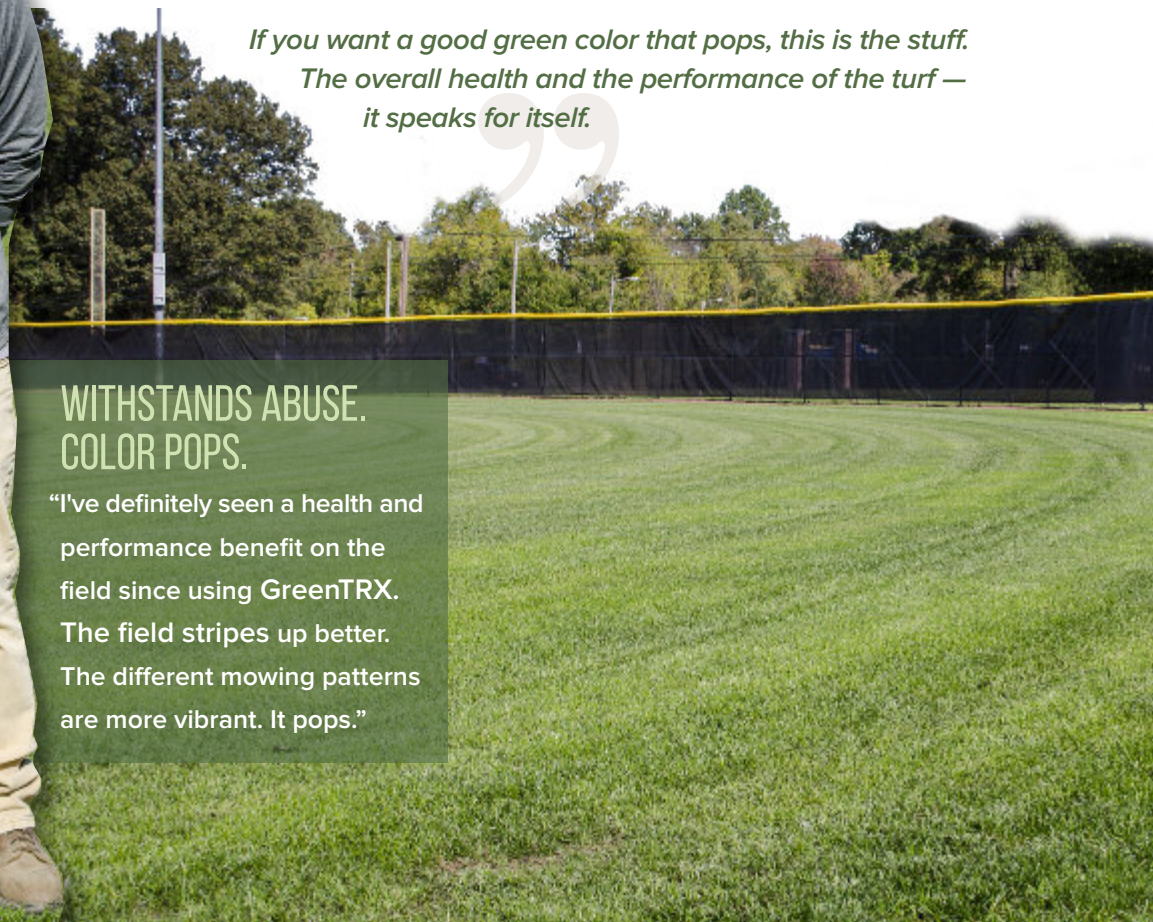
As the Organic MaTRX breaks down, beneficial nutrients and carbon are released fast at first, then slowly. This improves uptake, which facilitates plant utilization. More nutrients are used by the growing plant, which results in less leaching and volatility.

*"Last summer I used GreenTRX as my main fertilizer on our stadium field. I saw a great color response from the turf with a much darker, richer green. The plant is much healthier for longer periods which helps tremendously with our divot size and recovery from games. We have noticed longer response even through our rainy season where we experience leaching with more basic fertilizer."*

*"I really like GreenTRX and will continue to use the product at our stadium as well as our practice facility."*

## MATT BRUDEREK

Head Groundskeeper  
Orlando City Soccer Club  
Orlando, Florida



# BEYOND GREEN GRASS

## BRINGING ENVIRONMENTALLY FRIENDLY, SUSTAINABLE SOLUTIONS TO OUTDOOR PLAY SPACES.

GreenTRX technology is at the forefront of sustainable solutions. It delivers bioavailable nutrients to growing grass. Nutrient loss is reduced. More valuable resources are used, not lost to leaching and volatility. Efficient nutrient utilization mitigates environmental impact by minimizing nutrient run-off, protecting waterways and reducing denitrification. Many companies claim sustainability, Anuvia puts it in practice.

*The sustainability of GreenTRX definitely played in to our decision to use it. It was very beneficial, and the members seem to like the fact that we are being more sustainable.*

*GreenTRX gave us a good long feed. We didn't get any flush of growth. It was very steady with good color.*

### WYATT WARFEL

Director of Grounds  
The Club at Old Stone  
Lexington, Kentucky

### IT WORKS!

“Members see it and we see it. It just works well.”

## FOOD FOR SOIL

### GreenTRX “pays it forward” for the soil

Because GreenTRX puts 16% organic matter back in the soil, it improves soil health. Soil, a dynamic habitat essential to life, needs nourishment which comes from organic matter. Organic matter provides a food source for microbes living in the soil and it improves water holding capacity. Feeding the soil means feeding the microbes in the soil which make nutrients available to the plants. Unlike conventional fertilizers, GreenTRX not only feeds the plant, it feeds the soil.

Healthy soils are more fertile and provide a better foundation for growing grass—in good weather or bad. And healthy soils are an important component of sustainable land management as we strive to protect resources for future generations. Our approach to fertilization is to replenish and nourish, and to do so in such a way that is uniquely environmentally-friendly and sustainable.



## WASTE AS A RESOURCE—UNIQUELY SUSTAINABLE

Anuvia’s technology reclaims organic waste that would otherwise be discarded in landfills or applied to land. These organic materials are converted to fertilizer, which enriches the soil and helps grass grow. In agriculture, fertilized crops are used for human and livestock consumption, ultimately creating organic waste. The waste is reclaimed and the process begins again.



## RECLAIM, CONVERT, USE

Anuvia is a perfect example of a circular economy in which resources are reclaimed, converted and used then reused beginning the cycle again. This is best represented in agricultural crop production. Crops are fertilized and grown: then used for human and livestock consumption; waste is created; then reclaimed. And the process begins again.

GreenTRX is 87% biobased and is a certified USDA BioPreferred Product recommended by USDA to procurement departments of government and municipal organizations.



# CHANGING THE GAME

We help plants—and people—thrive. Anuvia products are game-changers that support turf managers and lawn care professionals with sustainable, environmentally friendly high-performance products that ensure better results and success both in the short and long term. Anuvia products are good for the planet Earth and for its soil. It's something everyone can feel good about.

It simply makes good sense.



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