

# America's FAVORITE<sup>®</sup>

## LAWN SEED



- LAWN SEED MIXES
- CUSTOM LABELS
- P.O.P MATERIALS
- PLAN-O-GRAMS

**PRODUCT GUIDE:**  
*PLAN YOUR PERFECT LAWN TODAY!*

OVER **100** YEARS OF EXPERIENCE IN EVERY BAG

SATISFACTION GUARANTEED WITH

## ALL PURPOSE PATCH

- An economical fast start fescue/bluegrass mix. Good for filling in bare spots or seeding in areas where a durable, but coarse, turf carpet is desired. Forms a thick, healthy lawn in one season.
- Light to medium green. Spring green up. Medium to coarse textured grass varieties quickly form a thick lawn.
- Starts fast & grows well in full sun to light shade. Performs well on moderate to damp sites & most soil types.
- Withstands heat & drought. Handles normal wear.

Germinates in 10-28 days.  
**Bare Ground:** 4-6 lbs. per 1000 sq ft.  
**Overseeding:** 2-3 lbs. per 1000 sq ft.

**Available Sizes: 2#, 6#, 25#, 50#**

## CHAMPION 3+3

- A blend of six of the top rated turf type fescues. Deep rooting and formulated for Midwest lawns. No other blend can match the performance of Champion 3+3
- Dark green color
- Full sun to partial shade. Adapts well to all soils
- High traffic and drought tolerance

Germinates in 10-14 days  
**Bare Ground:** 8-10 lbs. per 1000 sq. ft.  
**Overseeding:** 5 lbs. per 1000 sq ft.

**Available Sizes: 2#, 6#, 25#, 50#**

## DOUBLE TIME

- Less dense than traditional perennial ryegrass, & allows companion grasses to grow and flourish. It does not reduce the quality or stand of the companion grass. As a nurse crop for cool season mixtures for improved establishment winter color and smooth spring transitions. Visible results with as little as 10% in any mixture.
- Dark Green, even in Winter
- Full sun or partial shade. Performs well on most type of soils
- Due to extensive root growth, it shows improved drought tolerance combined with the best wear tolerance of all perennial ryegrasses

Germinates in 7-14 days.  
**Bare Ground:** 6 lbs. per 1000 sq ft.  
**Overseeding:** 2 1/2-3 lbs. per 1000 sq ft.

**Available Sizes: 50#**

## FAST & TUFF

- Excellent for establishing a dense, beautiful turf quickly. Outstanding for overseeding sodded & disease problem lawns. A quality looking lawn.
- Medium to dark green. Medium textured grass varieties that form a tough, durable turf.
- Grows well in full sun. Performs well on all types of soils.
- Requires less fertilization. Deep rooted for good wear. Extremely winter hardy. Good disease resistance.

Keep damp at all times until the second mowing.  
Bluegrass establishes in 14-28 days.  
**Bare Ground:** 5-6 lbs. per 1000 sq ft.  
**Overseeding:** 2 1/2-3 lbs. per 1000 sq ft.

**Available Sizes: 2#, 6#, 25#, 50#**

## JAGUAR 4 TURF TYPE FESCUE

- Premier turf type fescue bred for beauty and help to lower maintenance costs. Great for high traffic areas
- Finer texture | Forms a dense turf | Dark Green
- Full sun to partial shade | Excellent adaptability to shade
- High heat and disease resistance, High traffic tolerance, Good drought tolerance

Germinates in 10-14 days  
**Bare Ground:** 6-10 lbs. per 1000 sq ft  
**Overseeding:** 5 lbs. per 1000 sq ft.

**Available Sizes: 6#, 25#, 50#**

## KY-31 TALL FESCUE

- Deep rooted bunch grass good for erosion control on roadsides, pond dams, or pastures. Provides a durable extremely hardy turf.
- Lighter green with coarser blades when compared to turf type fescues
- Full sun to partial shade
- High traffic tolerance, excellent drought tolerance and disease resistance

Germinates in 10-14 days  
**Bare Ground:** 8-10 lbs per 1000 sq ft  
**Overseeding:** 4-8 lbs. per 1000 sq ft.

**Available Sizes: 6#, 25#, 50#**

## LANDSCAPER SUN & SHADE

- The perfect value-priced lawn seed mix for sun or light shade. Seed a new lawn or overseed an existing lawn. Great for a nice looking permanent lawn.
- Medium green. Good spring green up.
- Thrives in full sun to light shade. Performs well on most types of soil.
- Withstands heat & drought. Withstands heavy traffic & constant use. Extremely winter hardy. Good disease resistance.

Ryes & fescues establish in 7-14 days.  
Bluegrass in 14-28 days.

**Bare Ground:** 3 1/2-4 1/2 lbs. per 1000 sq ft.

**Overseeding:** 1 1/2-2 1/2 lbs. per 1000 sq ft.

**Available Sizes: 2#, 6#, 25#, 50#**

## LOW MAINTENANCE SHADE

- Great for establishing a lawn in areas where you don't want to mow, water & fertilize on a regular basis. Can be overseeded with bluegrass or ryegrass for improved turf quality at any time!
- Light to medium green. Spring green up with fall dormant application or spring application of fertilizer. Fine textured leaf.
- Will grow in all soil types. Will grow in sun or shade. Heavy soils require being cultivated to a depth of 6" for best establishment.
- Very winter hardy. Should remain green in normal heat & drought. Will handle normal traffic.

Germinates in 7-21 days.

**Bare Ground:** 5-6 lbs. per 1000 sq ft.

**Overseeding:** 2 1/2-3 lbs. per 1000 sq ft.

**Available Sizes: 25#**

## RAINBO ELITE SHADE

- Most popular shade mix. Performs well in shade or sun & shade. Grows well in areas that are difficult to get grass to grow because of shade. For extremely dense shade & high moisture, double the seeding rate.
- Jade green. Greens up quickly in spring. Finer textured leaf width.
- Thrives in light to dense shade. Performs very well, even on damp sites & light, sandy soils.
- Withstands heat & drought if well-watered. Extremely winter hardy. Good disease resistance.

Bluegrass establishes slower than fescues & ryes. Germinates in 7-21 days.

**Bare Ground:** 4-5 lbs. per 1000 sq ft.

**Overseeding:** 2-2 1/2 lbs. per 1000 sq ft.

**Available Sizes: 2#, 6#, 25#, 50#**

## ROUGH & TUFF ATHLETIC

- Inexpensive, tough mix that provides permanent grass. Good on steep embankments or on any lawn where a coarse width grass is desirable. Good cover for difficult sites. Forms a thick, healthy lawn in one season.
- Light to medium green. Good spring green up. Medium leaf blades. Forms a dense turf.
- Will grow in all soil types, although best in full sun.
- Winter hardy. Some disease resistance. Handles normal traffic well. Performs well with low maintenance & dry conditions.

Germinates in 10-21 days.

**Bare Ground:** 7-10 lbs. per 1000 sq ft.

**Overseeding:** 3 1/2-5 lbs. per 1000 sq ft.

**Available Sizes: 25#, 50#**

## ROYAL BLUEMOUND ELITE SUN

- Most popular premium mix. Excellent for starting new lawns or revitalizing existing ones. If seeded properly under correct conditions, expect a beautiful, permanent lawn in one season!
- Deep emerald green. Greens up quickly in spring. Fine leaf blades that form a dense earth carpet.
- Thrives best in full sun on good soil types. Tolerates some shade as long as the sun reaches it for greater than 50% of the time.
- Tolerates heat & drought. Extremely winter hardy. Good disease resistance. Withstands moderate traffic.

Keep damp at all times until the second mowing.

Bluegrass establishes in 14-28 days.

**Bare Ground:** 3-4 lbs. per 1000 sq ft.

**Overseeding:** 1 1/2-2 lbs. per 1000 sq ft.

**Available Sizes: 2#, 6#, 25#, 50#**

## TRUE BLUE GRASS BLEND

- Blend of three highly rated Bluegrasses | 100% Select Bluegrass Varieties | Provides a fine textured lawn | Dark Green
- Medium sun, shade, traffic & drought tolerance
- Good color & disease resistance

Germinates in 14-21 days

**Bare Ground:** 5 lbs. per 1000 sq. ft.

**Available Sizes: 2#, 6#, 25#, 50#**

# ADDITIONAL MIXES

**Mixes to the right  
are packaged in our  
America's Favorite  
Lawn Seed Bag with  
colored label**

<b>Name of Mix</b>	<b>Size</b>
Fescue/Rye Mix.....	50#
Highway #40 Roadside Grass Mix.....	50#
Horse Pasture Mix .....	50#
Michigan D Class A Seed Mix .....	50#
Michigan D Roadside Seed Mix .....	25#
Michigan D Roadside Seed Mix .....	50#
Pasture Mixture .....	50#
Saddle Horse Pasture Mix .....	50#
Annual Ryegrass Seed Vns.....	6#
Annual Ryegrass Seed Vns.....	25#
Creeping Red Fescue Vns.....	25#
Perennial Ryegrass Vns.....	6#

**All mixes below are packaged in generic bags.**

<b>Name of Mix</b>	<b>Size</b>
Alfalfa Northern Hardy Uncert Mp1.....	50#
Alsike Clover Seed Mp1.....	50#
Annual Rye Grass Seed Vns Mp1 .....	50#
Bluegrass Grass Seed 85/80 Mp1 .....	50#
Bluegrass Grass Seed 98/85 Mp1 .....	50#
Bluegrass Grass Seed Arc Mp1 .....	50#
Bluegrass Grass Seed Gateway .....	50#
Bluegrass Grass Seed Baron Mp1 .....	50#
Bluegrass Grass Seed Diva Mp1 .....	50#
Bluegrass Grass Seed Midnight Ginney II/Nuglade.....	50#
Bluegrass Grass Seed Rockstar.....	50#
Chewing Fescue Grass Seed Ambrose Mp1 .....	50#
Chewing Fescue Grass Seed VNS Mp1 .....	50#
Chicory Mp1.....	50#
Creeping Red Fescue Epic Mp1 .....	50#
Creeping Red Fescue VNS Mp1.....	50#
Deer Daikon Field Radish Seeds Mp1 .....	50#
Hard Fescue Grass Seed Reliant IV Mp1 .....	50#
Hard Fescue Grass Seed VNS Mp1 .....	50#
Jaguar 4G T-T Fescue Mp1 .....	50#
Ky-31 Tall Fescue (Purity 95%) Mp1.....	50#
Medium Red Clover Seed Mp1 .....	50#
Orchard Grass Common Seed Mp1.....	50#
Perennial Ryegrass Palmer III Mp1 .....	50#
Perennial Ryegrass Pennant Pennant H20.....	50#
Perennial Ryegrass Seed VNS Mp1 .....	50#
Poa Trivialis Grass Seed Mp1 .....	50#
Rape Seed VNS/Forage Brassica/Essex/Canola Mp1 ....	50#
Renegade DT Tall Fescue Mp1 .....	50#
Timothy Seed Climax Mp1.....	50#
Turnip Seed Mp1 .....	50#
White Dutch Clover Seed Mp1.....	50#

# CUSTOM LABEL PROGRAM

LG1441 10-26-16

## CUSTOM LAWN SEED LABEL ARTWORK FORM

**AVAILABLE LABEL COLORS:**

Purple Blue Teal Green Gold Orange Pink Red

1. PICK YOUR CUSTOM MIX COLOR  
2. ADD YOUR CUSTOM LOGO  
3. NAME YOUR GRASS BLEND

**2.5" X 2.5"**  
ACTUAL SIZE SHOWN  
2 LB & 6 LB BAGS

**4" X 4"**  
ACTUAL SIZE SHOWN  
25 LB & 50 LB BAGS

**Saunor's**  
RENOVATOR MIXTURE

**Saunor's**  
ROYAL YUKON BLUE MIXTURE

**Prince**  
CORPORATION

Watts: 800-777-2486 8351 Cty Rd H Marshfield, WI 54449

- \* Available in 2 lb, 6 lb , 25 lb, and 50 lb America's Favorite Stylized Bag
- \* No Additional Label Cost on orders.
- \* No Label Minimums to Meet.
- \* One-time \$50 Artwork set-up fee.

10-26-16

## CUSTOM LAWN SEED LABEL ARTWORK FORM

Grass Seed Blend Name	Label Color

A High resolution (300 DPI or higher) JPEG or EPS logo file should be emailed to:  
**BECKY.POLIVKA@PRINCE-CORP.COM**

- A proof will be emailed to you in each size and color of the blends noted above.
- Once artwork is approved by the dealer it will be kept on file for future orders placed.
- Dealer will be invoiced at time of label approval - a one time fee of \$50.00.

Customer Name/Store: \_\_\_\_\_  
 Customer #: \_\_\_\_\_  
 City: \_\_\_\_\_  
 Sales Contact: \_\_\_\_\_  
 Email: \_\_\_\_\_

# QUESTIONS TO ASK

## What do you want to accomplish?

<i>If planting a new lawn</i>	<i>Recommendation</i>
Do they want the very best?	<b>True Blue Bluegrass Blend</b> Item #861467 It is also recommended for over seeding seeded or sodded lawns (our best)
Do they want a very good lawn?	<b>Royal Bluemound Elite Sun Lawn Mix</b> Item #002745 Or <b>Champion 3+3</b> Item #861284 Perfect for new lawn projects and over seeding existing lawns.
A fast germinating mixture that will give you a fancy look?	<b>Fast &amp; Tuff</b> Item #100053 A quick emerging blend of bluegrass & perennials for a fine textured lawn.
A tough mixture?	<b>Fast &amp; Tuff</b> Item#100053 for a fancy lawn or <b>Rough &amp; Tuff Athletic</b> Item #002793 for a coarser look
A mixture for the shade?	<b>Rainbo Elite Shade</b> Item #002791
A mixture for sandy soil?	Sun & shade or dry shade
A low maintenance mixture?	<b>Low Maintenance Shade</b> Item#100005 Good in sandy soil, sun and partial shade or poorer soils. Need less fertilizer and should require fewer mowings.
Or just an inexpensive cover mix?	<b>Landscaper Sun &amp; Shade</b> Item #002752 Or <b>Fescue / Rye Mix</b> Item #860257 Great all purpose mix (not as much bluegrass)

See our Prince Professional Grass Sheet list for numerous additional selection in special need situations.

## TURF GRASS TYPES

### KENTUCKY BLUEGRASS

**Width:** 1/8" wide

**Tip/blade:** V-shaped blade with a canoe pointed tip

**Color:** darker green than any other grass; same color on both sides

**Feel:** soft

**Growth:** aggressively through rhizomes

**Additional:** mows cleanly and won't "crush" easily; goes dormant during drought

### RYEGRASS

**Width:** 1/8" wide

**Tip/blade:** pointed tip

**Color:** dark green, but lighter than bluegrass, and shiny on one side of the blade

**Feel:** soft

**Growth:** grows quickly from seed; a bunch-type grass that won't fill in naturally like bluegrass

**Additional:** has visible veins on the blade; shreds when mowed with a dull blade; broad collar; sheaths below ground are reddish in color

### FINE FESCUE

**Width:** 1/16" or less

**Tip/blade:** blade is "hair-like" with a fine tip

**Color:** dull, or gray-green color

**Feel:** very soft feel

**Growth:** grows fast

**Additional:** red or purplish colored base; crushes easily; does not tolerate drought

# POINT OF PURCHASE

## - ENDCAP SIGNS -

2 ft x 3 ft indoor/outdoor signs printed on corrugated plastic. We can create a custom sign to meet your needs!

**Tholens' Recommends** AMERICA'S FAVORITE LAWN SEED

**RAINBO ELITE SHADE**  
Most popular shade mix! Performs well in shade or sun/shade to create a lush jade green lawn.

**TRUE BLUE**  
Designed for top-quality lawns that require sod type Kentucky Bluegrass varieties with Fine Fescue and Ryegrass added to speed establishment. Dark green, excellent density, low growing turf!

**LANDSCAPER SUN & SHADE**  
The perfect value-priced lawn seed mix for sun or light shade. Seed a new lawn or overseed an existing lawn. Great for a nice looking permanent lawn.

**ROYAL BLUEMOUND ELITE SUN**  
Super Kentucky Bluegrass! Excellent for over-seed and new construction. Used by many leading sod farms.

**CHAMPION 3+3**  
An economical fast start mix. Good for filling in bare spots or seeding in areas where a durable turf carpet is desired.

**FAST & TUFF**  
The Best Choice for normal lawn application.

**AMERICA'S FAVORITE LAWN SEED**

- LUSH GREEN APPEARANCE
- WITHSTANDS ALL CLIMATES
- 99.9% WEED FREE
- MADE IN THE USA
- GOOD DISEASE RESISTANCE

Item# 000225

Can be custom made to include your logo and the mixes you stock!

**AMERICA'S FAVORITE LAWN SEED**

- LUSH GREEN APPEARANCE
- WITHSTANDS ALL CLIMATES
- 99.9% WEED FREE
- MADE IN THE USA
- GOOD DISEASE RESISTANCE

SATISFACTION GUARANTEED WITH OVER 100 YEARS OF EXPERIENCE IN EVERY BAG

## - SHELF TALKERS -

4.25" x 11" Designed to help draw your customers attention to a specific blend of lawn seed. Has

Item #	Mix
201991	All Purpose Patch
201992	Champion 3+3
202033	Double Time
201993	Fast & Tuff
201994	Jaguar 4 Turf Type Fescue
201995	KY31 Tall Fescue
201996	Landscaper Sun & Shade
201997	Low Maintenance Shade

**AMERICA'S FAVORITE ROYAL BLUE MOUND® ELITE SUN**

**Features/Uses:** Most popular premium mix. Excellent for starting new lawns or revitalizing existing ones. If seeded properly under correct conditions, expect a beautiful, permanent lawn in one season!

**Color/Texture:** Deep emerald green. Grows up quickly in spring. Fine leaf blades that form a dense earth carpet.

**Light/Soil Requirements:**

**Stress Tolerance:**

**Establishment:**

Item #	Mix
201998	Rainbo Elite Shade
201999	Rough & Tuff Athletic
202000	Royal Bluemound Elite Sun
202001	True Blue Grass Blend

**AMERICA'S FAVORITE ALL PURPOSE PATCH**

**Features/Uses:** An economical fast start fescue/bluegrass mix. Good for filling in bare spots or seeding in areas where a durable, but coarse, turf carpet is desired.

**Color/Texture:** Light to medium green. Spring green up.

**Light/Soil Requirements:** Starts fast & grows well in full sun to light shade. Performs well on moderate to damp sites & most soil types.

**Stress Tolerance:** Withstands heat & drought. Handles normal wear.

**Establishment Rate:** Germinates in 10-28 days. Forms a thick, healthy lawn in one season.

**ALL PURPOSE PATCH**

## - TRI-FOLD BROCHURE -

This brochure contains a chart with general information for each mix along with planting directions and tips.

Item# 201959

**Planting Tips**

**WHEN TO PLANT**

**Spring:** Begin planting after the threat of frost. Soil temperature must be over 50 degrees.

**Summer - EXTRA CARE!** Must be taken to cover seed beds with mulch and keep beds moist by watering. Heat and dry soil will quickly kill new seedlings.

**Early Fall:** Fall planting must be completed 4-6 weeks before the first killing frost.

**OVERSEEDING ESTABLISHED LAWNS**

- Make sure you're using tested and reliable seeds and fertilizers.
- Apply starter fertilizer (Start Law, Start or Start & Grow).
- Use seed of a rate of 2 pounds per 400 square feet.
- Use mulch to protect seed bed. Water daily until the second mowing.

**MOWING**

- Mow grass for the first time when it reaches 2" in height.
- Mow with sharp blades to prevent seedling damage.
- After lawn mowing, mow at height of 2 1/2".

**FERTILIZING**

- Regularly water, and apply a second fertilizer application after first mowing.
- Apply balanced fertilizer in late spring, late summer and late fall.
- Slow release fertilizers are better because nutrients are released as needed.

**WEED CONTROL**

- DO NOT use weed control products on freshly planted grass seed.
- Follow weeds to grow with the grass for the first season.
- Allow other because weeds will die after being hit a few times.
- Apply appropriate weed control product according to manufacturer's instructions after grass has been treated for a full growing season.

**It's as EASY as... 1-2-3**

- 1. PREPARATION**
  - Till soil to a depth of 3-4"
  - Make seed bed to remove rock & debris
  - Apply starter fertilizer - follow label directions
  - Make slight ridge top 1/4" of soil
- 2. SOWING SEED**
  - Spread seed over soil at rate of 4-5 lbs. per 1000 sq. ft. coverage
  - Make seed ridge, firmly covering seeds (see 1/4" of soil)
  - Germination should take place in 7-14 days.
- 3. MULCHING & WATERING**
  - Cover seed bed with a light layer of straw or mulch to protect & retain moisture.
  - Water 2 times per day.
  - (DO NOT let water pool or flood)
  - Reduce watering by half after grass reaches 2" high

**AMERICA'S FAVORITE**

**RAINBO ELITE SHADE**  
Available Sizes: 26, 96, 256, 512

**ROUGH & TUFF ATHLETIC**  
Available Sizes: 256, 512

**ROYAL BLUEMOUND ELITE SUN**  
Available Sizes: 26, 96, 256, 512

**TRUE BLUE GRASS BLEND**  
Available Sizes: 26, 96, 256, 512

**FAST & TUFF**  
Available Sizes: 26, 96, 256, 512

**MAINTENANCE SHADE**  
Available Sizes: 256

**A GUIDE TO YOUR PERFECT LAWN!**

OVER 100 YEARS OF EXPERIENCE IN EVERY BAG

# PRESENTATION KIT

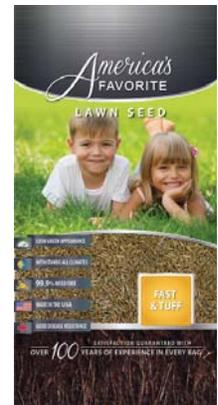
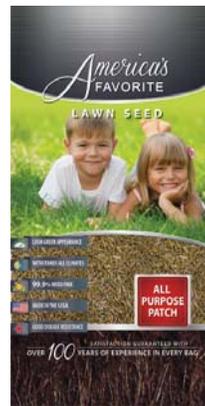
NEW

## - LAWN SEED DISPLAY TRAYS -

Order a 2 lb bag of America's Favorite Lawn Seed Mix & matching shelf talker, plant it, and watch your sales grow!

We will reimburse you up to 3 skus when you plant a display tray and send us a picture of it in your store.

Customers love them, and the product sells itself when they can experience the quality America's Favorite Lawn Seed has to offer!



# PLAN-O-GRAMS

## GRASS SEED 4FT DISPLAY



## GRASS SEED LAWN REPAIR 4 FOOT ENDCAP

