

Using Primo Maxx across the entire course has been instrumental in maintaining quality in a difficult season. The turf surfaces have remained dense and even, with a great colour that has been noted by players.

Chris Pearson, Course Manager, Dunblane Golf Club.

The figures that make it attractive

£ Over 33% reduction in mowing*

+ Stronger rooting improves divot recovery*

£ Overall 45% reduction in carbon footprint*

+ Improved turf health increases wear resistance on shaded tees and greens*

£ Up to 70% reduction in over winter disease*

£ Improves uptake of water and nutrients*

+ Over 30% reduction in daily growth gives more consistent putting performance all day*

+ Up to 12% greater turf density increases ball speed and roll*

Primo Maxx gives me greater flexibility with mowing schedules. Tees, fairway and semi-rough now have far denser swards. The comments from players have all been very positive about the condition of the course.

Kim Blake, Course Manager, Fulford Heath Golf Club.

Primo Maxx has reduced fairway mowing frequencies by one third - saving six to eight hours a week. Not only does this free-up a man for a day a week; it reduces fuel usage and machinery wear and tear too.

Kevin Day, Hershaw Golf Club, Surrey.

Save on Fairway costs

£1430/yr on labour costs

£300/yr on fuel

£1925/yr on repairs

£1080/yr on mower depreciation

= save over **£4700** every year

Savings based on survey of average fairway mowing costs, with a 33% reduction in mowing over the duration of a 20-week Primo Maxx programme.

* References: Bioforsk Report 2009, Vol 4, no 4; Bioforsk Report 2012 Vol 7 no 77; Syngenta Stein Research, 2010; W. Kreuser, Crop Science, Vol 52 2012; Cranfield University, 2009; Golf Course Management 2004, 93, P. Busey.

Primo Maxx delivers on players' demands:

Fairways - Over 80% rated the ball sitting high on the surface as most important; even and consistent grass cover was second.

Primo Maxx creates denser turf for better ball presentation, and encourages divot recovery for consistent cover.

Syngenta Player Survey, 2011

Primo Maxx aids recovery and appearance of turf quality.

Tees – less than 60% satisfied with current course condition of tees.

Greens - 92% rated highest importance of smooth ball roll on greens and 85% consistent pace.

Primo Maxx enhances turf density for smooth ball roll and even pace all day long.

Benefitting every club, across the course

See the **ULTIMATE** greens and fairway offers for details of how you can improve your turf with Primo Maxx.

Greater turf quality • Enhanced turf health • Improved playability • Increasing the club's earning potential

Tees

- Improved wear tolerance
- Faster recovery
- Better performance in shaded areas

Fairways

- Reduced mowing requirement
- Lower costs
- Improved visual appearance and playability

Greens

- Better speed and smoothness
- Consistent performance
- Improved appearance
- Simplified management

Benefitting every club, across the course

Tees, Fairways, Semi rough, Greens

Saving costs
Improving quality
Enhancing the playing experience

 **PrimoMaxx**

 **syngenta.**

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