

## Golf course superintendents see the benefits of GreenActivator.

"We've been in a two-year drought and were 10 inches below normal rainfall last summer. With a poor irrigation system, I knew I needed something to strengthen plants. Standard Golf has a 100-plus year history and is trusted in the golf industry. I knew if they were introducing GreenActivator, it was worth a shot. **The drought resistance that the fairways have withstood is incredible; most of our core fairways were in phenomenal shape.** I'm never going back to not using GreenActivator."

### John Bermel HEAD PRO

Pheasant Ridge  
Golf Course  
Cedar Falls, Iowa

"With GreenActivator, the greens were fantastic, tee boxes exceptional and around the greens really, really good. I was very impressed with the condition of the course compared to previous years."

"We set out to see if GreenActivator would impact recovery. We compared fairways, tee boxes, the driving range and high-traffic areas. After 3-4 applications, **it was visually apparent that the turf was regenerating quicker** on the treated half of the areas."

### Beaver Hills Country Club

Cedar Falls, Iowa



"With GreenActivator, I've noticed much lusher fairways. **For me, it was like mowing on a cloud because the grass was standing up.** The grass is thicker, but not higher, so the ball sits up better for golfers and improves playability. I get positive comments from golfers constantly."

### Scott Rohlfen

Jesup Golf & Country Club  
Jesup, Iowa



### David Eichhorn

Elmwood Country Club  
Marshalltown, Iowa

"We applied it on fairways and tee boxes. Grass was easier to mow and **I was able to lower the mower from .750 to .625 on Kentucky Blue Grass with no extra clippings.** The turf was more resistant to cart traffic even after a seven consecutive weekend tournaments schedule."

### Kory Brown

Ballard Gold &  
Country Club  
Huxley, Iowa



Deliver a Superior Course Experience  
From the First Tee to the Final Green





# GreenActivator® enhances root mass for greener, healthier, more resilient turf.

Your livelihood depends on a consistently great playing experience. Your pride drives you to achieve a great looking course. Score both with the holistic - above and below ground - turf health boost from GreenActivator. By enhancing root mass with GreenActivator you achieve greater water uptake and greener, overall healthier grass that delivers a great golf course experience.

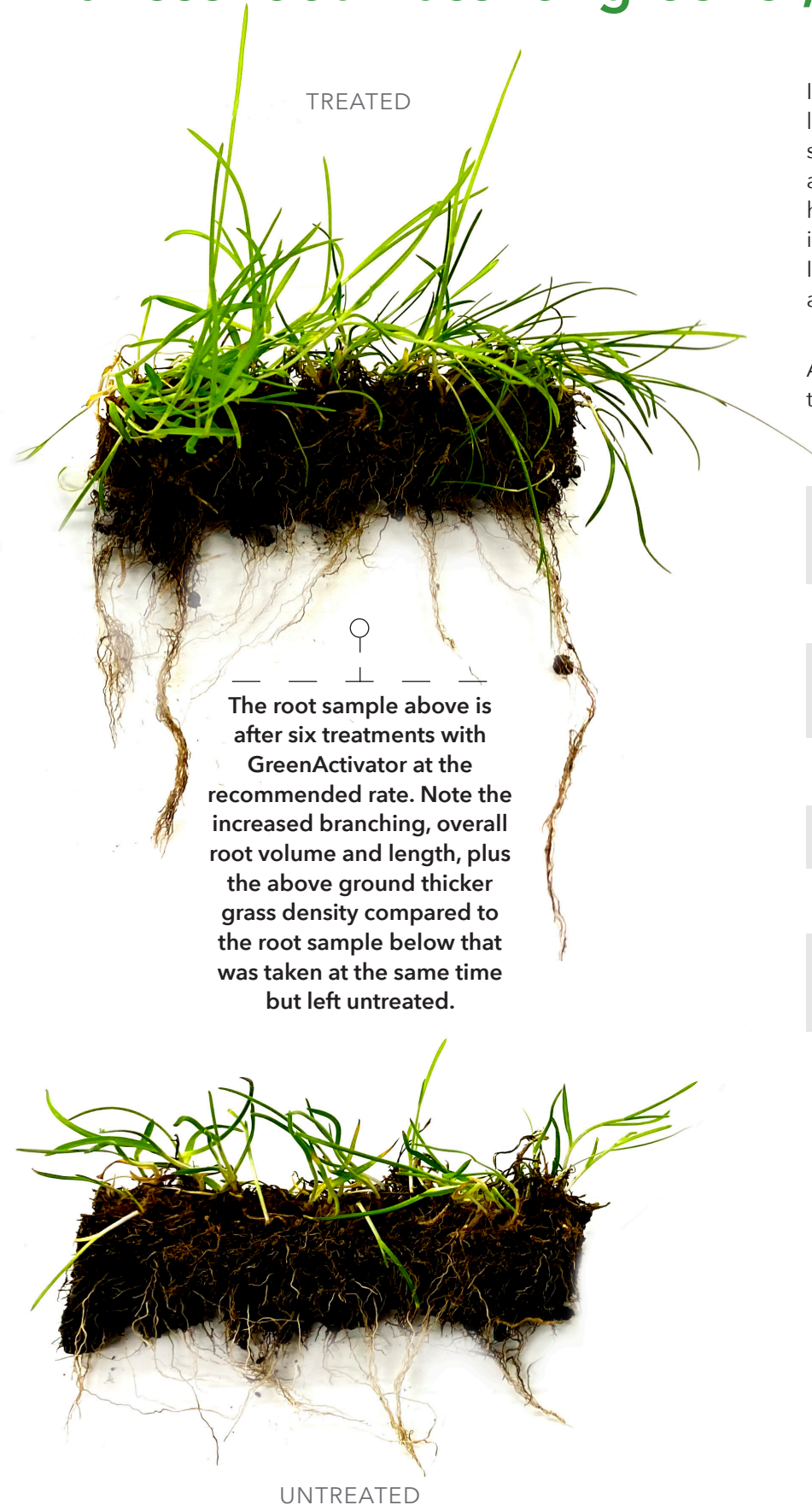
GreenActivator was developed using a patented extraction process and proprietary blend of naturally-sourced humic and fulvic acids, plus NPK. This unique technology has been tested for more than a decade to prove plant and soil health benefits.

Last season, GreenActivator was put to the test by multiple golf course superintendents. To a person, they enthusiastically agree that GreenActivator resulted in visible above and below ground turf improvement:

- Enhanced root mass - both base and fine root systems
- Thicker, sturdier grass
- Resilient turf that quickly regenerates from divot or traffic damage

And they agree that the addition of GreenActivator positively impacted their bottom line through:

- Less mowing resulting in less labor required
- Reduced wear on mowing equipment
- Reduction in the need for synthetic fertilizer and fungicides
- Fewer passes across the course due to its liquid formulation, making it a perfect carrier for other products



The root sample above is after six treatments with GreenActivator at the recommended rate. Note the increased branching, overall root volume and length, plus the above ground thicker grass density compared to the root sample below that was taken at the same time but left untreated.

Iowa State University's (ISU) turf management team led by Adam Thoms, Ph.D., and, at the time, grad student, A.J. Lindsey, Ph.D., now an Assistant Professor at the University of Florida, have been studying humic acids on turf for years and in 2021 began incorporating GreenActivator into their research trials. In 2022, several other universities throughout the U.S. are scheduled to begin research as well.

According to Thoms, ISU's research has confirmed that adding humic acid results in:

## MORE ROOT BRANCHING

which means better water absorption, better nutrient uptake and increased drought tolerance

## IMPROVED STRESS TOLERANCE

that equates to faster recovery from turf damage caused by traffic, divots or ball marks

## INCREASED SOIL MICROBIAL ACTIVITY

which results in a healthier soil and root zone

## MORE SOIL-AVAILABLE NITROGEN

enabling the reduction of synthetic nitrogen by 25 percent



## Adam Thoms, Ph.D.

Assistant Professor, Commercial Turfgrass Management and State Turfgrass Extension Specialist

Iowa State University



GreenActivator is available exclusively through Standard Golf and its distributors. With a 100-plus year history of bringing innovation to the golf industry, Standard Golf is proud to bring this unique fertilizer option to golf course superintendents to enhance turf health, resulting in improved look and playability of their golf courses from the first tee to the final green.

Visit [StandardGolf.com/GreenActivator](https://StandardGolf.com/GreenActivator) to learn more.