



Revolutionizing Lawn Care with GreenActivator™

The Challenge: Finding a fertilizer that is easy to apply, cost effective, and ultimately gets results.

The Solution: GreenActivator™, a mineral-based liquid fertilizer with a proprietary blend of Nitrogen, Phosphorus and Potassium plus Humic and Fulvic Acids which improve the soil and grass.

Why Does it Matter: For small businesses, selecting the perfect fertilizer is not just about achieving satisfactory results but also about optimizing costs and resources. GreenActivator™'s cost-effectiveness and ability to yield remarkable results enhanced the customer's bottom line while reducing the need for additional inputs. Making informed choices about lawn care products can have a profound impact on small businesses' success, their ability to meet clients' expectations, and their overall competitiveness in the industry.

Location: Thornton, Colorado

Business: Paradise Lawn Care

Client: Robert "Bob" Franklin

The Search for the Perfect Fertilizer

Robert "Bob" Franklin, the owner of Paradise Lawn Care in Thornton, Colorado, faced a common challenge in the lawn care industry: finding a fertilizer that met his requirements for ease of application, cost-effectiveness, and delivering satisfactory results. **As a small business owner with limited resources, he needed a solution that would improve his bottom line while still providing excellent service to his 85 clients.**

The Granular Fertilizer Dilemma

Having worked in the lawn care industry for two decades, Bob initially opted for granular fertilizers when he started Paradise Lawn Care. While it was a comfortable choice at the time, he soon realized the limitations and challenges associated with granular fertilizers. They were not as cost-effective as he hoped, and they did not consistently provide the desired results for his clients.

The Quest for a Better Product

As Bob began his search for a new fertilizer option, he first looked in the Denver metro area to try and source a local product. He quickly discovered that the three major providers in the area did not seem to have a product that offered the right balance of nutrients and cost-effectiveness. Turning to the internet, he stumbled upon Ag Logic's GreenActivator™ product.

The GreenActivator™ Solution

GreenActivator™ is a mineral based liquid fertilizer that combines a proprietary blend of Nitrogen, Phosphorus, and Potassium, but the real “secret sauce” is the Humic and Fulvic Acids which treat and revitalize not only the turf or lawns it is applied to, but also the soil. As Bob continued to do his due diligence to see if GreenActivator™ was the answer to his dilemma, he called the GreenActivator™ headquarters in Conrad, Iowa, to learn more about the product.

The Transition to GreenActivator™

Bob was convinced following that conversation. Even with the cost of shipping, the cost-effectiveness of GreenActivator™ was undeniable, making this product from Iowa the answer to what he had been searching for. He quickly started adding the product to his lineup starting the 2023 lawn care season and has already seen drastic changes in his homeowners' lawns. Although he can't say for certain the change has only been due to GreenActivator™, as the Denver area is experiencing one of their wettest seasons in years, he can say with certainty that his inputs of other products has been drastically reduced.

“This year I have only been using GreenActivator™ and an iron additive when my customers' lawns are struggling with heat stress. So far we are at just a quarter of the costs we had last year, product-wise, and although GreenActivator™ takes a little longer to mix, I'm saving enough on cost of product to make up for any increase in labor. And that's a big thing.”

-Bob Franklin



The Ease of Use

With a business that involves mowing approximately 85 lawns each week, Bob appreciated GreenActivator™'s ease of use. The liquid fertilizer could be conveniently mixed in the tank and remained in suspension without the need for frequent agitation. Moreover, it could be mixed with both pre- and post-emergence products, reducing the number of passes required during lawn treatment.

GreenActivator™ Benefits

“It’s hard for me to say what I like most about the product because there are a lot of pluses for me. **It’s easy to use, very concentrated, and the Humic/Fulvic mix is just what we need in Denver.** Our soil is very clay dense and this is a great product for our area,” Bob states. “I think it’s a great product and I’m guessing it is for a lot of others too, so I want to get the word out,” he adds.

It all comes down to brass tacks, and the proof is in the numbers. Numerous research studies have been conducted using GreenActivator™, including multiple studies by Iowa State University. The results have shown time and time again more root branching, improved stress tolerance, increased soil microbial activity and more soil-available Nitrogen. The studies demonstrated that GreenActivator™, when applied once per month consistently, is **on average 49% less expensive than many of the other products on the market.**



Conclusion

For Robert “Bob” Franklin and Paradise Lawn Care, GreenActivator™ proved to be a game-changer. Its ease of use, cost-effectiveness, and ability to deliver remarkable results were essential factors in helping Bob simplify lawn care for his clients. As he continued to provide naturally healthy lawns to more than 85 homeowners, **GreenActivator™ played a pivotal role in driving the success of his small business.**

Meet turf’s new best friend.

Product Information: [GreenActivator.com](https://www.GreenActivator.com)

Sales Information: [StandardGolf.com](https://www.StandardGolf.com)