



Transforming Turf Care at Iowa State University

The Challenge: Maintaining healthy turf while meeting cost-effectiveness and efficiency requirements was a constant struggle. ISU needed a solution that could enhance grass density, root growth, and overall resilience while being easy to apply and compatible with other products.

The Solution: GreenActivator™ emerged as the ideal solution, during extensive trials conducted at ISU. Observing the significant difference GreenActivator™ made compared to its competitors in the University greenhouses, Josh was convinced of its potential.

Why Does it Matter: The grass became denser with longer roots, proving beneficial in high traffic areas that quickly bounced back, allowing for increased play and rental use of the fields. Additionally, GreenActivator™'s ease of use, compatibility with other products, and reduced application time and costs proved to be major advantages for the grounds management team.

Location: Ames, Iowa

Business: Iowa State University Recreation Services

Client: Josh Tvrdik, Manager of Turf and Grounds

Introduction

Josh has been an essential member of Iowa State University (ISU) since 2017, managing grounds for intramural sports, special events, and recreational facilities catering to those who enjoy outdoor activities. Overseeing 110 acres of active playing surfaces for various sports, Josh faced the challenge of maintaining lush and healthy turf while optimizing limited resources. His commitment to using cultural practices like aerating, mowing, and fertilizing ensured the grounds remained in great condition. However, finding a fertilizer that delivered exceptional results while being cost-effective and easy to apply was a significant concern for him.

Discovering GreenActivator™

Josh's search for an effective fertilizer solution led him to GreenActivator™. Through trials with ISU's turf professor, Dr. Adam Thoms, Josh witnessed firsthand the promising research being conducted in the University greenhouses using GreenActivator™. He was impressed by the noticeable difference the product made compared to its competitors. "Seeing the results for myself was the game changer," said Josh. The density and root mass that GreenActivator™ promoted were particularly valuable for managing turf, making it an outstanding product for ISU.

"In turf management, density and root mass is your best friend. After using GreenActivator™ I noticed how dense the grass became and how long the roots were."

-Josh Tvrdik

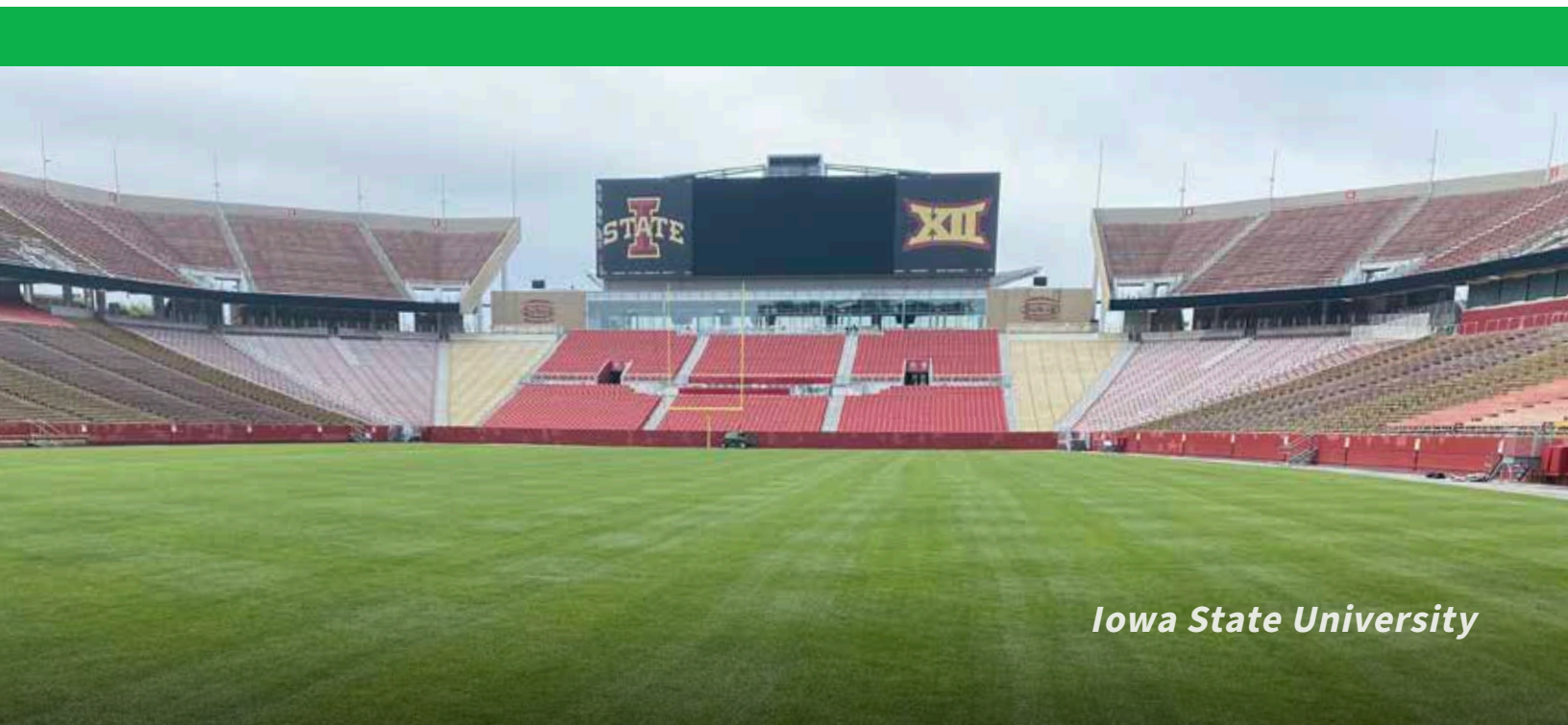
faster, allowing the fields to recover quickly after heavy use. The product was especially useful for promoting excellent color, density, and seamless growth of sod. "In turf management density and root mass is your best friend," said Josh. "After using GreenActivator™ I noticed how dense the grass became and how long the roots were."

Unbeatable Results

After incorporating GreenActivator™ into his turf management routine, Josh observed remarkable improvements. The grass became denser, and the root growth was significantly enhanced, which proved vital for turf health. Notably, the grass regenerated

An All-in-One Solution

One of the standout features of GreenActivator™ was its versatility. Unlike other fertilizers, GreenActivator™ offered all the essential components for turf management, including promoting density, growth, and root development. Additionally, its low nitrogen content ensured that leaf burn was not a concern. This all-in-one aspect of GreenActivator™ simplified Josh's fertilization process while yielding satisfactory results.



Iowa State University

Saving Time, Money, and Effort

Josh compared GreenActivator™ to other fertilizers, and discovered significant advantages. The convenience of mixing it with other products in the tank further streamlined the process. As a result, the university managed to save time, money, and product while achieving desirable outcomes.

Enhanced Playability and Profitability

GreenActivator™'s remarkable impact on high-traffic areas was a huge plus for Josh. The turf's ability to bounce back quickly meant that fields could endure more play, leading to increased rental use. This rise in field occupancy subsequently translated into higher profits for ISU. The benefits extended beyond turf health, proving GreenActivator™ to be a valuable asset for the university's financial success.

Support from Ag Logic and Standard Golf

Josh praised the support and engagement provided by the Ag Logic and Standard Golf team, including Chad, Terry, and Neil. Their consistent communication and genuine interest in his results reinforced his belief in the product. A crucial turning point was when they took him to witness the test results in the greenhouses, solidifying his trust in GreenActivator™.

Conclusion

With Josh's endorsement and the positive impact on ISU's turf management, GreenActivator™ has proven to be an excellent solution. Its ease of use, effectiveness, and cost savings have revolutionized how the university manages its grounds. As they continue to see positive results, GreenActivator™ is set to become an indispensable tool for maintaining healthy and vibrant turf at Iowa State University. **"We are really happy with our results using GreenActivator™,"** Josh stated.



Meet turf's new best friend.

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

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