



Summer Issue

The Shade Tree Gazette



Turf Talk

Well it is hot again...I think I told you this would happen last winter. As the ebb and flow of the seasons go, we here at **King GREEN** are working harder than ever to make everyone's life better and easier. Part of that process is the implementation of hand-held units in our trucks. I am sure everyone has seen the UPS man with his fancy paperless pad that records and tracks packages upon delivery. Well, we at **King GREEN** are entering that age...slowly but surely we are putting hand-held units in place at our branches. This takes a lot of work, but in the end it will be a much better thing; not only for **King GREEN** but for our customers as well.

One of the things we would like to do is go to a paperless or near paperless system with our invoices and customer communication. For customers that like this, we will need your preferred method of contact. On the back of this newsletter is a form for you to complete and send back to us with contact information needed. Please indicate if we have your permission to go paperless when you return the form. While not all our branches are capable of this process today, we are definitely headed in that direction and we need your help. We can email

your invoice directly to you the day we make an application to your lawn or landscape. By sending invoices through e-mail it helps us reduce paper waste while supporting the environment.

By law, we will still have to place a flag in your lawn when we make an application so you will know we were there.

Getting this information will really help us a lot, if you would please take the time to fill it out and return the form, it would be greatly appreciated.

Thanks again for being our customer. We are here to help at any time! Just give us a call.


Charlie King



About This Service

Today we applied our summer application to your lawn. Cool-season (fescue) lawns got spot treated for weeds and received pelletized lime. Lime works by raising the pH of your soil. Soil chemistry is critical to the way plants absorb nutrients. Lime reduces the acidity of your soil and allows our fertilizers to work much more effectively. This material will not require water in order to be effective.

Warm-season grasses (bermuda and zoysia) got spot treated for

weeds and received a fertilizer blend consistent with weather and temperature.

DID YOU RECEIVE A TREE AND SHRUB APPLICATION TODAY?

The tree and shrub application today consisted of insecticide to control any young insects that might be hatching and a miticide as needed. A fungicide was applied that should keep your shrubs looking their best for the next six to eight weeks.

You may have noticed that we don't always spray every plant each time. We scan your landscape for current or potential problems and treat only those plants that need an application. This is not only environmentally friendly but also saves product.

King GREEN uses only the most environmentally responsible products available. It is our policy to minimize all pesticide use. For this reason, we'll evaluate the landscape during each visit and spray only that plant material which needs spraying.

THANK YOU FOR USING KING GREEN.



RECEIVE
\$25



Refer A Friend

Did you know that our number one source of new customers is you? Most of our customers are referred by our current customers.

For each new referral that starts a **King GREEN** program, you receive \$25 towards any **King GREEN** service. There is no limit, so you can refer as many of your friends and family as you'd like.

We genuinely strive to provide a service that you want to share with your family and friends. We are grateful that you take the time to share **King GREEN**.

Smart Watering Will Have You Seeing Green

Water is the main ingredient for most earthly lifeforms. For your lawn, this is especially the case given that turf is made up of 75%-80% water. Without human intervention, lush springtime lawns can become deserts of desiccation by this time of year.

So your lawn needs water. But what are the best practices needed in order to give your lawn what it needs in a way that is both effective and efficient? A common reaction to dry grass is to water your lawn on a daily basis. This method may green up the grass in the short term, but it leaves your lawn ill-prepared for extended periods of drought. Frequent waterings allow turf grass to absorb water through the upper part of the plant, close to the ground's surface. But the most sustainable turf draws water up from deeper in the soil through well-established roots. The best way to develop these roots is to make sure that water is soaking deep into the soil. To ensure a thorough soaking, the best strategy is to water less frequently, but for longer periods of time.

The goal should be for your lawn to receive 1 to 1.5 inches of water per week, and for the water to reach down at least 6 inches into the soil with every watering. It takes an average sprinkler about two hours to dispense an inch of water. So an ideal schedule is two separate hour-long watering sessions per week. In reality, your ideal watering schedule will depend on the makeup of your soil. Sandy soil absorbs water quickly but also dries out quickly. Soil with large amounts of clay takes longer to absorb water but holds it for a long time. Sand and clay are extremes – most lawns' soil falls somewhere in the middle. Finding the right schedule will take experimentation, but keep this in mind: If a six inch screwdriver cannot be easily inserted into the soil, it is not yet thoroughly watered. If you see water running off your lawn, stop your sprinkler for about 30 minutes to allow the water to percolate or sink in and then resume watering. Run off water is just water wasted!



IN ADDITION TO AN ESTABLISHED SCHEDULE, HERE ARE A FEW OTHER TIPS TO KEEP IN MIND SO THAT YOUR WATERING IS AS EFFICIENT AS POSSIBLE:

- Make sure that your watering areas do not overlap – you don't want to water the same area twice.
- Be mindful that you are not watering your walkways and driveways – they don't need it!
- Up to 30% of water from sprinklers can be lost to wind and evaporation. Water in the cooler parts of the day when there is little or no wind. In general, the early morning is better than the evening. Extended periods of cool moisture (overnight) can lead to fungus and should be avoided if possible.

You Could Be Next...

Congratulations! Listed below are the round 2 newsletter winners:

*Nathalie Mize of Jefferson, GA
Harold Koslow of Atlanta, GA*

*Jason Davis of Huntersville, NC
Lynn Calhoun of Tiger, GA*

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With your entry into the **King GREEN** drawing. Fill out the form below and e-mail, fax, or mail it with your payment to be entered into our drawing. By providing your information you can help us move forward in the paperless process. We will have four lucky winners who will be named on our website!

Yes! You have my permission to go paperless.

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