

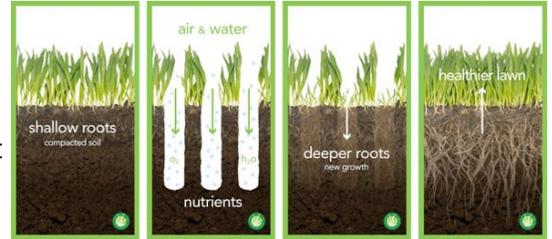


AUGUST IS AN IMPORTANT MONTH TO PLAN FOR THE FALL.

We beat the heat in July and had some decent rain as well. Most plants like this weather; unfortunately, so do the weeds.

We are preparing for Aerification, Overseeding and Starter Fertilizer now. The Fall is THE VERY BEST TIME for these services. The window of opportunity is typically between the last week of August through late

October. Aerification or Aeration is the process of removing plugs of soil with a machine to loosen and aerate the soil to allow air, water, fertilizer and other nutrients to reach the root zone. The grass roots become thicker, healthier and stronger. You should have your lawn aerated twice per year (Spring and Fall) to prevent the soil from compacting. Remember, when we give you a quote for aerating, overseeding and starter fertilizer, your price includes a "double-pass" aeration. Your aeration price, if you choose aeration by itself, is a single-pass aeration. Our aerating machines are the best in the industry and will do the best job on your lawn. Please call the office for a quote and scheduling.



Sprinkler Systems are one of the keys to a beautiful, healthy lawn and landscape. Paramount can install a Rainbird System, which includes a 5-year warranty. We have been installing systems for over 20 years, and we ONLY service systems that we install. This way we are able to service our customers during the hot, dry periods without being overwhelmed. A Paramount Sprinkler System will last for a very long time. Every system we have installed is still fully operational so there's no need to delay your decision. Plus we are offering 15 Month Zero Interest Financing for a limited time through Wells Fargo (expires September 27th).



The Fertilization Department is diligently treating weeds and applying fertilizer. Nutgrass or Nutsedge is that light green, shiny, fast growing grass that is present to some degree in almost every lawn. We are treating the Nutsedge along with other weeds.

As you look around, along the roads, highways and in your neighborhoods, you will see dead and dying Ash trees everywhere! Our Injection Root Feeding Program with 2 applications per year (Spring and Fall) could have prevented that from happening. Paramount's Injection Root Feeding Program produces unbelievably beautiful, strong and healthy plants. Both trees and shrubs benefit tremendously from this service, and over time the results are VERY IMPRESSIVE! We have taken small trees and, with irrigation and injection root feeding, produced nice sized shade trees in less than 5 years. We have turned empty lots into wooded lots the same way. Ask Doug Sinclair; he will tell you it's the best investment you can make!



We would like to congratulate two Paramount customers for winning their neighborhood's beautification award—the Hollenbaughs and the Pfefferles. Matt Archer, our fertilization manager, also won the beautification award in his neighborhood. They take tremendous pride in their lawn and landscape.



Please make sure you enjoy the month of August, and let us know about your Fall lawn and landscape plans. We appreciate your business!

Thank you,
Joe Tekulve
President ~ Owner



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AUGUST NEWSLETTER 2013

Light Your Way Home!

Transform your home into one of the most beautiful homes on the street! Call us about a Sollos L.E.D. lighting system today. For \$2,700.00 we can design and install 12 fixtures and L.E.D. bulbs as well as a stainless steel transformer and an astronomic timer including wire and labor. The Astronomic timer knows when the sun sets and rises. We also offer 15 Month Zero Interest Financing or a prepay discount. L.E.D. lights have many other benefits, too; so please call to schedule a consultation meeting.

Your system will:

- Be supported by a 20-year warranty (on fixtures and bulbs).
- Provide state-of-the-art technology for an affordable price.
- Stay programmed all year long through the astronomic timer.
- Light your home and landscape with brilliant white light.
- Run 85% more efficient than traditional low voltage landscape lighting.
- Use only a fraction of the electricity as traditional bulbs; e.g., one traditional light bulb might cost \$113.00 in electricity for a year while an LED light might only cost \$17.00 in electricity for a year! This is a realistic example; and, if you multiply those figures by 12 fixtures, you can see the difference: \$1,356.00 per year to run 12 traditional lights and \$204.00 per year to run 12 LED lights.
- Highlight your home and provide improved curb appeal!



Please call Dennis for a quote!

A Sollos lighting system installed by Paramount will set your home apart from the rest!