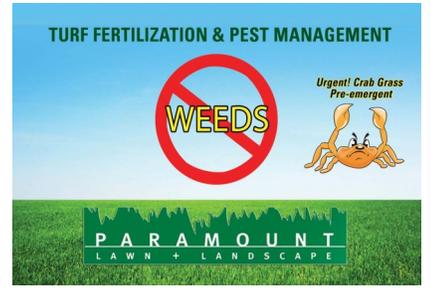




## URGENT! CRABGRASS PRE-EMERGENT!!!

Now is the time to protect your lawn from crabgrass this year. Timing is everything. Our first two rounds include fertilizer and crabgrass pre-emergent. The pre-emergent creates a barrier preventing crabgrass and many other weeds from germinating. (Unfortunately, Dandelions CANNOT be prevented by the crabgrass pre-emergent. Sorry!). When this barrier is created during the first two rounds, heartache and headache later in the year from crabgrass (and many other annual weeds) will be minimal or non-existent. It's MUCH more difficult and MUCH more costly to attempt to kill crabgrass after it establishes itself in the Summer. "An ounce of crabgrass pre-emergent is worth a pound of crabgrass post-emergent, and then some." So call and schedule if you haven't already. Matt Archer and Doug Sinclair are both licensed commercial applicators, as well as myself, through the State of Ohio Department of Agriculture.



To continue regarding the lawn care program, here are some interesting thoughts about Spring seeding. Is this a good idea? "Let's throw a few thousand grass seeds down in the Spring to compete with a few million weed seeds. We also know we can't put traditional crabgrass pre-emergent down because it will also kill the new grass seedlings. The grass seedlings that do germinate now must compete with a huge number of weeds. Then, if that's not bad enough, the grass seedlings have to establish and mature during the hot, dry Summer." Tough love, reminds me of the Johnny Cash song, "A Boy Named Sue."

Here's the simple solution: Keep your lawn on our Fertilizer Program III, indefinitely. Program III is the only program we offer since the results are far superior to our previously offered Programs I and II. This makes choosing a program much easier! A healthy, thick lawn is the key to preventing weeds. Aerify your lawn every Spring and every Fall. Reducing soil compaction allows all the air, water, and nutrients to get to the roots and lets your lawn breathe. Overseed with Starter fertilizer, along with aerification, every Fall. Install an irrigation system and perform proper mowing on a high setting (minimum of 3 inches or higher). Keep in mind that all of these things are just a few of the services we can provide you with a Full Maintenance Contract.

One more lawn care thought on Dandelions: There is no practical way, besides a thick lawn and a great maintenance program, to prevent Dandelions. "We cannot spray them until we see them." So that first warm, sunny day in April or May, when you see Dandelions, (one, two or many) you will know we will be treating on Round 2 of your fertilization program. Lawns that only have a few Dandelions are healthy, well-maintained lawns (like lawns that have been on Paramount's Program III for several years) and have had great cultural practices. In contrast, thin lawns and possibly brand new customers or lawns that have been treated by bad cultural practices, will be much more likely to have more Dandelions.

### Happening Right Now...

There are many other services that are ready to be scheduled and performed. Please call the office for landscape quotes and scheduling.

- |  |                          |                |
|--|--------------------------|----------------|
| ◆ Landscape Design and Installation        | ◆ Injection Root Feeding | ◆ Aerification |
| ◆ Sprinkler System Design and Installation | ◆ Retaining Walls        | ◆ Over-Seeding |
| ◆ LED Lighting Design and Installation     | ◆ Paver Patios           | ◆ Mowing       |
| ◆ Full Maintenance Contracts               | ◆ Water Features         | ◆ Pruning      |
| ◆ Ornamental Tree and Shrub Spray          | ◆ Fertilization          | ◆ Plants       |

We look forward to a great 2013! We appreciate your business a tremendous amount!

Thank you,  
Joe Tekulve  
President/Owner



8900 Glendale-Milford Rd \* Loveland, OH 45140 \*513-984-5200\*

# *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 financing and a prepay discount. L.E.D. lights have many other benefits, too; so please call to schedule a consultation meeting.

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



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!

