



A Green Solutions Company™

10 points of selling EZ-FLO

1. Increased Nutrient Uptake of all plant material / Increased water efficiency of any irrigation system
2. Simple Installation / Simple Operation / Feeds through all irrigation – drip, rotor and spray
3. Proven Solutions to address issues facing the Landscape Industry with Residual Income opportunity every 6 weeks!
4. 97% Labor Savings compared to traditional methods of fertilizing
5. Best durability and reliability in the Fertigation category / Reduces liability
6. Reduces insect and disease activity by 40% or more
7. Ferti-Maxx Products are more efficient - One 25 lb. bag of our FM water soluble is equal to Two 25 lb. bags of competitive water soluble or six 50 bags of granular fertilizer. Fertilizer cost is the same as dry on a coverage basis and the labor is virtually eliminated.
8. With the EZ-FLO System - You can address Fertilizing, Water Treatment, Supplements and Pest Control with no labor.
9. Maxx Products can be used in - Not only our equipment but Backpack Sprayers, Pump Sprayers and Boom Sprayers as all of the mixing directions are on the label of all of our products.
10. HYDRO-MAXX - Mobilizes Phosphates from the soil, Soil Surfactant / Wetting Agent / Cleans emitters and sprinkler heads.

Overcoming the top objections

1. ***It adds cost to our maintenance contracts, we already fertilize*** - This is an Up Sell Opportunity to offer your customers a better more efficient way to fertilize with better results for your entire landscape including Trees / Shrubs and Flowers not just the turf. The time saved can be spent on detailing the property, picking up trash, pulling weeds etc.
2. ***We don't want to be tied to only your products*** - You are not required to use only EZ-FLO's products. We formulate products specifically to address all of the issues facing the Green Industry today and test each one for best performance and make sure they will not burn, stain or clog. (All Non-Hazardous)
3. ***Too expensive*** – The fertilizer cost is the same as dry on a coverage basis. The equipment pays for itself in 3 to 6 months due to labor and water savings and those savings continue for as long as you own the equipment. You also get the benefit of a healthier landscape and superior results.
4. ***Can I feed all the plants the same formula*** - You can when you micro-feed as EZ-FLO Injectors do and the products have been designed to provide nutrition to all of the plant material.
5. ***What if I just want to feed one zone***- You can install a small system after a single valve or in front of just one bank of valves. This is accomplished by simply installing a check valve prior to the CBV Coupling Connection.
6. ***What if the valves are in different locations*** - We offer an E-Valve that can be connected to your controller that allows you to control the percentage of fertilizer to every zone, or none at all.
7. ***What if there is not enough space to dig a hole large enough for the recommended valve box required for the System*** - You can utilize a DekoRRa Rock (simulated boulder) to cover the System above ground. You can also build a wood enclosure that can blend into the landscape to secure the EZ-FLO System.
8. ***How do we know what to use*** - We have developed a simple Fertilizer Calendar with all of our MAXX Products built for you with easy to follow monthly recommendations for Mixed Landscapes / Turf Only applications and Organic programs. We can also customize a fertilizer program for larger properties for you if requested based on desired results. However you can use any liquid non-hazardous product that is heavier than water or any water soluble non-hazardous product in our injectors without voiding the 5 year warranty.
9. ***What Feed Setting do you use*** - Most landscapers leave the FEED RATE on SLOW which will give them a six to eight week feed cycle. Rule of thumb - Watering Days - Four days a week - **SLOW**, 2 or 3 days a week - **1 1/2**, One day a week - **FAST**