

TURF

Serving Landscape and Lawn Care Professionals

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2010 INDUSTRY OUTLOOK

Tom Rich

President of L.T. Rich Products



"The year 2009 was a successful one for L.T. Rich Products. The year started out rough as sales were down 27 percent in the first quarter, but things rebounded rapidly as we expected to finish 2009 with 5 percent growth over 2008. Even more impressive is that we have seen new entries in the market as well, but we continue to grow. The year has seen us expand to states where we did not previously have a presence, as we now have machines in 48 U.S. states, as well as Canada.

"We expect to grow even more in 2010. We continue to make improvements in our product line and gain more market share as word of our product and support reaches the consumer. Our sales force intends to reach out to more customers through increasing our trade show presence and a more aggressive marketing campaign.

"Our hard work paid off as we are one of the few bright spots in the green industry. We are thankful for the continued support of our past customers combined with the gained trust of new customers."



Mark Crosswell

President of Tygar Mfg.

"This past year was difficult for most businesses, and landscape curbing was no exception.

"However, we were very encouraged that most curbing contractors were both profitable and reasonably busy despite a challenging market. As we've always

known, landscape curbing tends to remain strong in soft markets because it offers such a unique value—it dramatically improves a home's appearance while providing a practical, permanent form of edging. Curbing contractors also generate much more profit from curbing compared to landscape maintenance and most other hardscape projects. Each job is a one-day turnaround, so contractors quickly move on to the next job, yet they retain the ongoing maintenance of each home they curb. Curbing is also very predictable, with the material costs averaging about \$1 per foot, and retail prices for decorative curbing ranging between \$6 and \$10 per foot. As a result, a landscape contractor can make great money at curbing, even if they only curb one job a week."

Dan Williams

Technical sales manager of
Eureka Chemical Company



"With increased awareness over environmental impact, corrosion preventives and lubricants are being scrutinized like never before. The problem with the new, eco-friendly products is the lack of performance. They simply cannot compete with the more traditional, solvent-based products. This leads to a serious problem for those wishing to be more environmentally conscious while still maintaining the same level of protection for vital equipment. Proper equipment maintenance is crucial to its health and longevity.

"The solution, however, lies not in the future, but in the past. Fluid Film is a lanolin-based product that has been successfully protecting military, industrial and farm equipment for over 60 years. From its inception, Fluid Film has remained solvent-free, outperforming all the traditional-based products while offering a better solution for the environment. Fluid Film is classified as nontoxic and non-hazardous, is safe to use on paint, plastic and synthetic rubbers, and will not burn greenerly when used on cutting devices. Fluid Film will also not freeze, making it an excellent release agent for snow and ice. It is perfect for winterizing equipment and protecting snow handling equipment through the harshest winter season."



Meredith DeWitt

Vice president of DeWitt Company

"The future of the lawn, landscape and garden industries is not only bright, but also beaming with opportunities to grow, learn and evolve.

"For more than 30 years I have watched my family build a company from the ground up, focused on quality products, exceptional customer service and dependable fulfillment. We found our inspiration from our concern for the environment and have continued to create lines of lawn and garden products that are not only innovative, but also dedicated to our philosophy of promoting environmentally responsible products.

"Now is the time to continue to design and create products using state-of-the-art research and development, innovative marketing strategies and widespread distribution throughout the industry. We strive to find environmentally responsible solutions for everyday applications, while continuing to offer the products that our customers can use and service they can rely on from a company they can trust."



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