

Lawn & Landscape

GROW YOUR BUSINESS

How New Technology Is Changing
The Shrub Maintenance Industry





Hedge your success by growing your shrub maintenance business.

Okay, we'll admit, the pun is bad, but all joking aside, shrubs have become serious business. Shrubs are significant assets in our landscapes providing color, texture, and year-round visual interest to our clients' properties. Shrubs also provide an opportunity for those looking to grow their landscape care and maintenance businesses. While they certainly come with their own challenges, there are new technologies emerging that are changing the way shrubs are being managed across the country.

In 2015, nearly one-third of respondents to Lawn & Landscape's annual State of the Industry survey saw "Maintenance" as the service category predicted to grow the fastest. That was also the top answer for the past five years. Maintenance can include many types of land care services, such as mowing, raking, weeding, pruning trees, and trimming shrubs. It makes sense that so many companies see Maintenance as a growth business. Maintenance provides repeat business, gets you on the client's property, and is often awarded on a contract basis, making it revenue you can count on.

While the opportunities for a successful Landscape Maintenance business are there, they come at a high cost as well. Primarily, that high cost comes from labor. Growing your Maintenance business is all about meeting the client's expectations in the most economical manner possible and utilizing every tool at your disposal. That's where we come in.

Rainbow Treecare has been running one of the largest independent tree care, lawn care, and pest control service compa-

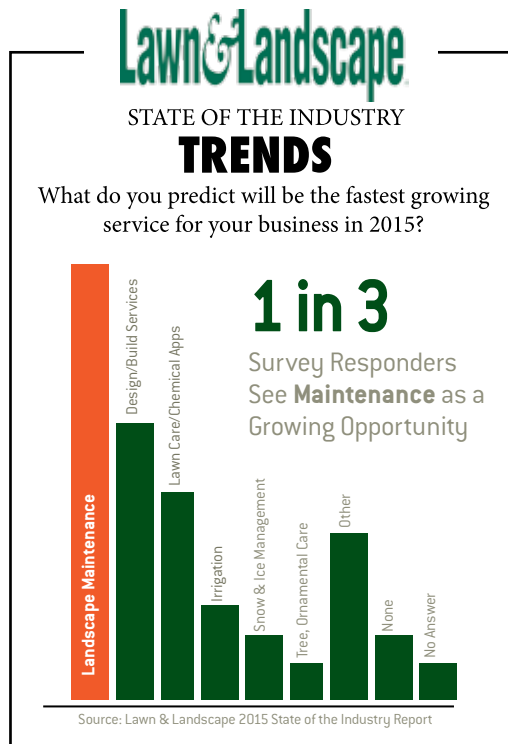
nies in Minneapolis, Minnesota since 1976. With a solid foundation in practical business management, we understand the connection that must be made between scientific research, predictable management results, and operational efficiency. We only represent solutions that we use ourselves.

In 1997, we created Rainbow Treecare Scientific Advancements to bring research-backed tools to the green industry. During this time we have created breakthrough technologies in disease management, insect protection, and the science of predictable plant growth regulation. By partnering with uni-

versity and industry scientists, we invest in 80 plus field research trials every year aimed at developing science-based products to solve the greatest issues facing the green industry across the United States.

Rainbow is excited to introduce you to technology that will change the way you are currently maintaining shrubs in the landscape. In this guide, we'll take a look at how clients perceive the value of shrubs, we'll look at the management challenges they present, and we'll look at the new tools you can be utilizing to maximize your crew's time and efforts. Our hope is you will find some

value in the following pages that can give you the competitive edge you need to make 2016 a breakthrough year for you.



Shawn Bernick, MS
Chief Operations Officer
Rainbow Treecare
Scientific Advancements



Make the Difference with **Trim·tect®**

While shrubs may be unsung, they are not unnoticed. In fact, a client's eye is more likely to catch a scraggly shrub before they notice an issue worth addressing elsewhere on the property. Their relatively small size puts them right in the line-of-sight as clients stroll the property, and often their sheer numbers make them hard to miss. Particularly in highly manicured landscape designs,

shrubs are one of the top reasons a maintenance contractor may receive a call-back.

When it comes to maintenance, the client often wants the shrubs to look perfect as they see their appearance of their properties as an extension of their brand. Traditionally, meeting this expectation across multiple properties in the peak of the growing season has been a challenge. As we shall see, Trimtect® is helping Landscape Maintenance professionals meet these demands, increase productivity without increasing labor costs, and ultimately, be more competitive in this growing market.

📌 **TRIMTECT® GROWTH REGULATOR** reduces vegetative growth 30% to 70%, providing your clients the manicured appearance they desire, while reducing the frequency of trimming you need to do.

16 weeks after one treatment of Trimtect® the shrub is holding its shape and has darker green leaves



📌 **MORE THAN SHRUBS.** You can manage the growth of groundcovers, vines, and trees using Trimtect® growth regulator.



Speaking From Experience

STEVE SULLIVAN is the Director of Technical Services for The Brickman Group and ValleyCrest Companies, which are becoming **BrightView**. Steve has been with the company since 1993 and is based in the MidAtlantic region. In this role, he works with over 20 branch offices in Maryland and Virginia as well as responsibilities for Chicago and Colorado. Steve serves as an in-house technical trainer bringing new technologies and opportunities to his offices and providing expertise on a variety of plant healthcare topics. Steve recently sat down with us to discuss his experience with shrub growth regulators, like Trimtect®.



What challenges do you have keeping up with a shrub maintenance program?

Well, obviously, when you have a seasonal market like we do in the MidAtlantic, as opposed to down South, which is more of a year-round market, we have a more limited time period. Often the same people who need to be mowing and planting are the same people that need to be pruning. It's not like you hire people on just for a pruning season and then you let them go, so you are trying to manage your work force at an extremely busy time. As summer goes on and the grass slows down and the flowers are in, then it is easier to manage pruning.

We were looking at 'What can we do to manage pruning?' especially in May, June, and early July. So that's why we were looking at growth regulators as one of the things

to hopefully reduce the amount of growth that's going to occur. Our clients want to have a nicely shaped shrub and if there's, you know, 6-10 inches of growth on top, that's not going to be acceptable for our clients. If we can reduce that to, say, 2-3 inches of new growth then that would allow us a little more time to get some of these early projects done and then hit them with pruning later.

Why do you guys see a value in shrub growth regulators?

The biggest reason is obviously the amount of work that occurs in the spring, especially in late spring and early summer. So you have a period of time, in the MidAtlantic for instance, from mid-April through mid-June where we have grass growing very fast, seasonal colors [such as annual flowers] are going to be put in, weeds are growing very fast, and plants are growing very fast also.



Inkberry

Steve Sullivan from Brickman/ValleyCrest and **Jason Bass** from Rainbow Treecare inspecting Inkberry shrubs on August 12. These were treated with Trimtect® in early June and are still holding their shape.

Most plants are putting their growth on in late spring and early summer, so we have all these things occurring at the same time with just a limited amount of work force.

Which PGRs had you used and why did you switch primarily to Trimtect®?

We had used Atrimmec® in the past, and use it less now than we had. As a Type I PGR (*see side bar*), it did a good job of, you know, freezing the growth. Timing was a little more critical with Atrimmec®. You had to let the plant grow, then perform some light tipping, then you would hit it and would get a good 4-5 weeks of virtually no growth on the shrub. One of the downsides was you could get a chlorotic plant a few weeks after you sprayed Atrimmec®, so the plant might turn a little bit yellow. Timing was also critical and that was very important, and you couldn't use it on as many types of shrubs as we can with Trimtect®.

ATRIMMEC® is a registered trademark of PBI-Gordon Corporation

Growth Regulators

What's Your Type?

Type I vs Type II Growth Regulators

There are two main groups of plant growth regulators (PGRs) and their fundamental differences have significant implications for the health and appearance of the plants.

Type I growth regulators, such as Atrimmec®, reduce growth by preventing the division of cells, known as mitosis. While effective at controlling growth, this has some undesirable drawbacks for both operations and plant health.

Common Results of Type I PGRs:

- Chlorosis (yellowing) of the foliage
- Disfigured appearance of new growth
- Limited application window



Type II growth regulators, such as Trimtect®, maintain the same number of plant cells, but reduce the amount of elongation and biomass produced. This has several advantages for the plant and for applicators.

Common Results of Type II PGRs:

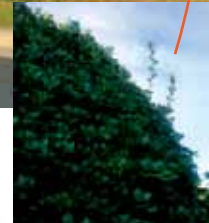
- Compact, darker green leaves
- Improved plant appearance
- Wide application window





Nellie Stevens Holly

Trimmed and treated with one treatment of Trimtect® in June. Photo taken Aug. 12, 2014. If you look close you can see a few escapes but these can be clipped off easily without the need for ladders and power shears.



“Keeping team members off ladders or off 'special equipment' is always something we are looking at [for safety reasons].”

Trimtect® we can use on a wider range of shrubs, and I think that there is a little more flexibility as to when you can apply Trimtect®.

What was your shrub pruning cycle and where does Trimtect® fit in?

Good question – we try to tackle summer pruning in two ways. First off, we try to take some shrubs where we can do more dormant pruning, we prune those and then can do more of a light tipping in mid-summer. These shrubs would not get a growth regulator. Other shrubs, where dormant pruning might be a little more difficult we are using the shrub growth regulators.

We are trying a combination of the two to take that total pruning hours and instead of having them in 4-5 week period we are trying to spread it out. So we are using both dormant pruning and Trimtect® to reduce the need for shrub pruning during the peak spring/summer rush. It's kind of a two-tiered attack to reduce our summer pruning.

In your market, is it every shrub on a property you are treating with Trimtect or just a certain group of species?

With Trimtect®, it is definitely shrub related – we are looking at species that put out a lot of growth. [We use it on] a lot of the evergreen shrubs, [such as] Manhattan euonymus, a lot of shrub hollies, and even some of the tree-form hollies that might be sheared – which is another great use for growth regulators.

Anytime you have a shrub that requires what I call 'Special Equipment' – which would be, maybe, extended shears, or ladders, or things like that which would be above and beyond normal pruning equipment. If you can use a growth regulator to cut back on the use of special equipment, it is always a good thing. Keeping team members off ladders or off 'special equipment' is always something we are looking at [for safety reasons].

We're looking at the species of shrubs where we do a lot of them – things like hedges – where we are spending a lot of time shearing. Particularly hedges around commercial sites, shopping malls, and HOAs, things like that.

What's the single biggest factor as to why you would use a growth regulator?

The single most important thing for using a growth



Winged Euonymus

Dormant pruned in January 2013 and treated with one treatment of Trimtect® on May 18, 2013. Photo taken June 18, 2013 in Philadelphia.

Results: Some regrowth on this hedge to the right occurred prior to treatment. Once treated, a 40% to 60% growth reduction was seen in just 5 weeks.

The untreated shrubs required power trimming, raking cleanup, resulting in 5 times the labor compared to the treated side which only needed some hand pruning.

regulator is to reduce our need to go out and do major pruning in the late spring/early summer. We want to delay pruning until the major rush of spring is past because all worlds collide by early June – weeds, flowers, grass, - everything.

Listen, we don't have any trouble pruning plants in July, August, and September but we do have a hard time getting it done in April, May, and June. So, we are looking at Trimtect® to delay the initial pruning.

Have you ever had a customer notice the use of a shrub growth regulator?

Clients just want to have a nice looking site and normally, when it looks nice you are not going to hear anything from them. When you do hear from them is when it is not looking nice.

People expect that they are paying for a certain look and when that doesn't happen - that's when you will hear from a client. They're not ever really going to call up and comment, "Wow, this shrub looks really nice!", that's not going to be the kind of thing you are going to hear in commercial landscapes. If you've done your job right no one will ever notice that you were doing it.



Steve reaching down inside an eleagnus to find the origin of the escapes. Note the outer edge of the shrub has been regulated and is holding well 2 months after treatment

“People expect that they are paying for a certain look and when that doesn't happen - that's when you will hear from a client.”

Trim·tect®

Break the **Shrub** Maintenance Cycle

The time from spring to early summer is busy. Very, very busy. The lawn is growing and needs mowing. The weeds are coming up. The bedding plants and other colorful flowers need to get in the ground. Taking shrubs out of the peak season equation can dramatically free up labor to accomplish these other tasks.

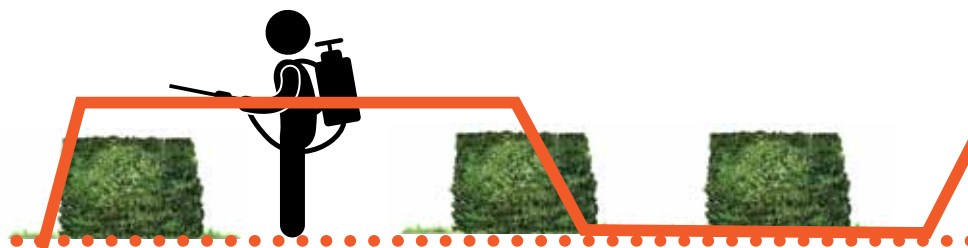
REDUCE NUMBER OF TRIMMINGS

Depending on where you are located in the country and client expectations you may do up to 10 trimmings a year. Trimtect® can reduce the need to trim by half or more.

Traditional Methods



Trim·tect® Solution



WIDE TREATMENT WINDOWS

Trimtect® can be applied anytime during the growing season allowing you to schedule application on your terms.



WHAT IS TRIMTECT®?

Trimtect® is the newest generation of growth regulators formulated specifically for ground covers, vines, shrubs, and small trees. It is applied as a foliar spray. Trimtect® is absorbed into the actively growing tissue through the leaves, stems, or roots, and is translocated to the tips of the plant where it reduces the production of the growth hormone, gibberellic acid.

Expectations

In many locations one or two treatments per year will be all you need to maintain a manicured appearance. You can expect one application of Trimtect® to:

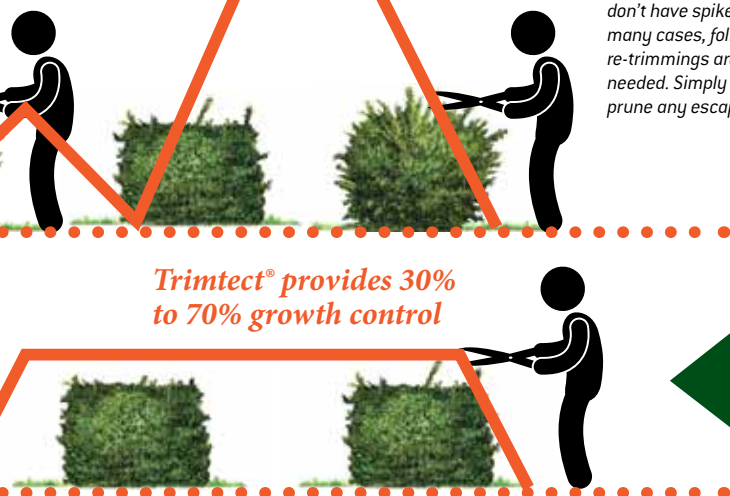
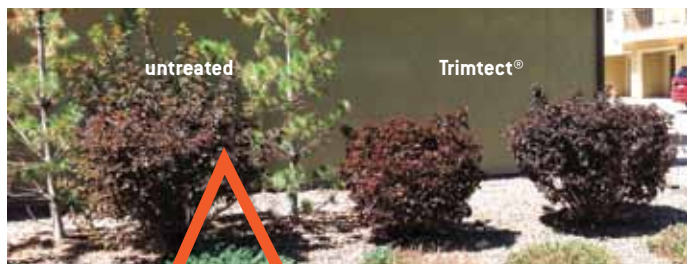
- Control growth for 8 to 12 weeks.
- Treated plants will have a compact look due to the shorter branches.
- Darker green leaves and an enhanced flowering appearance.
- Your clients will have plants that stay manicured and look better longer.

LATE SUMMER SPIKES

Many companies face mid to late summer shrub pruning spikes. All the shrubs you dormant pruned over the winter and in early spring have been growing all season. Where you once had several weeks to get to them all, you now have a crunch where they all need attention at the same time.

"Very impressed with these results, We will be using Trimtect® for future jobs, especially where we struggle to keep up with trimming spikes and walkways cleared."

Dave Earley, Emerald Isle Landscape
Denver, Colorado



Trimtect® means you don't have spikes! In many cases, follow up re-trimmings are not needed. Simply hand-prune any escapes.



WHAT WILL YOU SAVE?
See the economic benefits of using Trimtect® for yourself. You can input your numbers into our economic model.

<https://www.treecarescience.com/roi>

Reduce Labor Grow Profits



53%

Less trimming and clean up
time increases crew productivity

REDUCE LABOR COSTS

Trimtect® can reduce the amount of labor and time you'll need at each job site, greatly reducing your overall costs and freeing labor time for other jobs.

FEWER SITE VISITS

Every trip to the job site has costs involved from fuel to vehicle maintenance and, of course, the cost in travel time. Reducing even a single visit can have significant savings for you.

75%

Reduction in clippings
needed to be hauled away

REDUCE DISPOSAL COSTS

Reduced growth also reduces dollars and time spent on biomass removal and disposal fees.

TIME FOR ENHANCEMENTS

Trimtect® allows you to shift labor from shrub trimming to more profitable work such as planting colorful flowers, mulching, and other property enhancements that clients love and add to your bottom line.



Wide Variety of Plants Seeing Results

Rainbow has been working with a number of cooperators and businesses around the country for several years with Trimtect®. Here are some of their experiences in their own words...



untreated

Privet

9 weeks after one treatment of Trimtect®



Trimtect®

REDUCING PRUNING NEEDS

We sprayed Trimtect® on a privet shrub four days post prune in June as a trial. We pruned again 10 weeks later in August and found significantly less top growth compared to the shrubs around it. The privet sprayed with Trimtect® held it's shape through September, over 5 more weeks, nearly absent of escapes (this was far better than I had expected).

It's conceivable that we would cut our prune time in half and reduce our clippings by more than half for the year.

Expanded use of Trimtect® would ultimately reduce the workload of our prune crews allowing them to assume responsibilities in other revenue generating departments. With the results gained from the trials this year, we will be expanding our use of PGR's next year.

Andrew Stith
Production Manager
Epic Landscape Productions L.C.
Olathe, Kansas



untreated

Trimtect®

Abelia

18 weeks after one treatment of Trimtect®



untreated

Trimtect®

Cherry Laurel

20 weeks after one treatment of Trimtect®



untreated



Trimtect®

Jasmine

Jasmine groundcover control 9 weeks after Trimtect® treatment in Naples, Florida. Note we are not seeing weeds popping up in the treated section compared to the untreated.

TO SEE MORE RESULTS GO TO www.treecarescience.com

Improved Plant Appearance

Trimtect® allows the plant to direct energy that would be used for growth to other functions. This available energy is allocated to other areas such as defense compounds and fine root development, resulting in a number of plant benefits. You will see darker green plants, more compact look, and enhanced plant appearance & quality.



Boxwood

18 weeks after one treatment of Trimtect®



Viburnum

8 weeks after one treatment of Trimtect®

SUPERIOR PERFORMANCE

We have been using Trimtect® for over a year now. Prior to discovering your product we had tried several others and discovered that they were either too expensive to justify, had negative side effects, or didn't give us the desired length of control.

From a cost/benefit standpoint Trimtect® is the best growth regulator we have used.

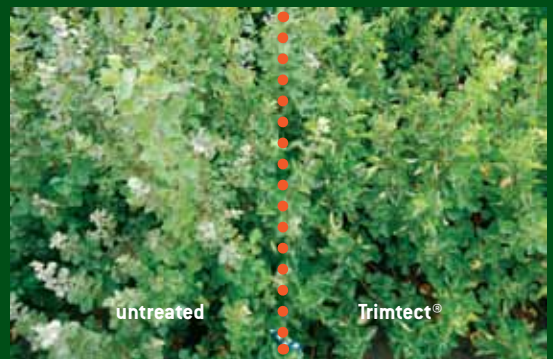
We began using it on our fastest growing plant materials, *Elaeagnus pungens* and *Viburnum odoratissimum*. We were very pleased with the growth control we achieved and were impressed by the improvement in overall appearance of the plants. The control we receive is better than average and the length of dry time before rain or irrigation is fantastic.

George Kennedy, FCHP
Terra-scape Enterprises, Inc.
Tampa Bay, Florida



Taxus

We see limited growth control on species like yew, junipers, and arborvitae but you can expect to see darker green plants.



Sumac

13 weeks after a Trimtect® treatment we are seeing enhanced plant appearance.



'Knock-Out' Roses

8 weeks after Trimtect® treatment we are seeing darker green foliage and a better quality plant.

Get Started

Controlling Shrub Growth!

Trim·tect® STARTER KIT

Trimtect® is a spray-on shrub growth regulator that will reduce the regrowth of shrubs and hedges by 30% – 70% over a season.



untreated

Trimtect®

Trimtect® (1 gallon) and Audible 90 Surfactant (16oz) will treat approximately 400 shrubs at 20 ft² per shrub, similar to the shrubs shown above.

Trimtect® Starter Kit comes with everything you need to start slowing the growth of shrubs. It includes a backpack sprayer with an upgraded nozzle tip that delivers 0.6 gallons/min for optimal coverage of plant material. We have also included a regional plant identification field card with application tips.

only
\$325
per kit

Buy Online Today!
www.treecarescience.com

877-272-6747 info@treecarescience.com



TRIMTECT® IS NOT REGISTERED FOR SALE IN ALL STATES. See website or contact Rainbow for availability.
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