

## Special Interest Articles:

- Back to the Original Formula
- Let's Get Ready to Leach!!!
- Verde-Cal Business and future Interest.

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A Division of *Aqua Aid*.

## ***Verde-Cal goes back to the original formula.***

It's funny how things in our business run their course and return full circle. We all experience this at one time or another, especially with our customers. In the case of Verde-Cal, we have restored the technology of increasing calcium availability back to its original roots. By this I mean re-incorporating a wetting agent back onto the product along with the organic acid. The only way to get the now available calcium into the profile of the soil is to either incorporate it, or move it by means of a penetrant. With the Aqua Aid penetrant, your customer receives 10 – 15 days of aggressive movement of calcium into the soil profile. No need to incorporate by mechanical means. Just spread the recommended rates and water in thoroughly. Results of soil conditioning are quicker and more thorough. And let's face it, your customers need the wetting agent. It won't hurt anything, is non burning, and totally safe. This is huge on fairways, lawn care and similar areas. Our feedback so far from end users has been very positive.

## ***Let's get ready to leach!!!!***

Most of the warmer regions of the U.S. have been experiencing very dry conditions. There are of course a few exceptions such as parts of Texas, but let's face it, even in a state as big as Texas, there have been some pretty dry conditions as well. Salts and capillary movement of salts and the build up of Sodium are a growing concern in these conditions. When sodium (Na) begins to dominate the soil structure, it is time for some special attention regarding calcium. In our

case, **Verde-Cal G** would be the product of choice. Any calcium can leach these soils, but the use of a quicker acting calcium sulfate will get you there faster. Our PHCA/Penetrant technology will release the calcium and also release calcium in the soil structure as well. Use 500# per acre as a corrective application. This is equal to 2000# per acre of gypsum. When your customers have Na buildup, remember also to read the Magnesium (Mg)

portion of the test. Mg and Na tend to bind together when there is an increase of base saturation or exchangeable cations due to a lack of available Ca. Na reading on the soil test should be between .50 – 2.5% of Base Saturation. Mg should be between 10-15% of base saturation. Utilize the back of our literature for these figures when reading the test report. Apply the high rate of **Verde-Cal G** and retest within a couple weeks. A reduction in Na and Mg levels should be expected....



## Leaching continued...

Now it is important to finish the sale... What do I mean? Ask your customer, "why do you think this problem occurred in the first place"? The answer... Because there should have been a more proactive approach to calcium application to begin with. It is your job to remind the customer to use "tools" such as **Verde-Cal** products to help

prevent buildup of Na and Mg. Simple applications at lower rates of **Verde-Cal G** or **Verde-Cal K (Plus)** at regular intervals could have prevented the build up of Na and Mg. *Remember*, part of your service to the customer is to educate them and provide the necessary tools to use at the correct times to insure their success. Funny to think that your customer's

success ultimately ends up as your success as well! And good sales go along with this success, and we all like that!

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### Base Saturation Target

Calcium: 65 – 70%

Magnesium: 10 – 15%

Potassium: 3 – 5%

Sodium: .5 – 2%

Hydrogen: 10 – 15%



## Verde-Cal News and Information...

Verde-Cal is set up as follows... Managing Sales and the Eastern U.S. Region is Jim Miller. Jim lives along the coast line of North Carolina in Calabash. Contact Jim at: 843-241-5717 cell. Or <mailto:jim@aquaaid.com>

Managing Sales in the Western U.S Region is Bo Phillips. Bo lives in San Antonio, Texas. Contact Bo at: 210-382-4079. <mailto:bo@aquaaid.com>

Marketing and Sales Management in the central U.S. is Willem Roell. Willem lives in Burns, Tn. Just west of Nashville. Contact Willem at: 615-504-3708. The three of us have a lot of work to do to restore your confidence in service. Most of our distributors have been left with heavy inventories of "other" product that is slow to move. Let us help you

move this. The best way to do this is to spend a day or two with us traveling and calling on customers. Yes, I am talking about the DRA's! DREADED Ride Along's!!! We know you are covered with other reps wanting your time as well, but please keep us at the top of the list. Those of you who have trained this way understand that we typically make good sales as we go.

## Home Sweet Home...

We all know how nice it is to return to a comfortable home after a long trip or making sales calls all day. In our case at Verde-Cal we have a new home called **Aqua Aid**. As you have seen, simply from the changes to the

literature and support regarding orders, the people at **Aqua Aid** have provided us at Verde-Cal a very comfortable home. Prompt delivery, available literature delivery, order confirmation and many other behind the scenes

services make all of us at Verde-Cal look really good. I know you will appreciate the down home treatment you will receive when contacting Jennifer, Scott, or Maryann at the office. They may be contacted at: 800-394-1551 or email them at

## ***Home Continued...***

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Jennifer, Scott or Maryanne will assist in orders, delivery or any other concerns or requests you have. For literature needs please send your request to them as well.



## ***Great things to come...***

There has been so much happening within the past three months. It is sometimes hard to keep things in priority. We want you to understand one thing and one thing for sure: There were problems in the past. Our efforts now are totally focused on the future of the PHCA Technology, the release of calcium and improving upon this. We have already made plans to drastically upgrade the two main products **Verd-Cal** and **Verde-Cal G**. There are many things to focus attention on, and we are working hard to make sure that whatever happens and/or whatever changes that occur will be in the best interest of sound soil and turf & ornamental management. I am sure you will agree that the new product line and slight variation vs. the old product line is a much needed breath of fresh air. Now on to the future!

### **Verde-Cal**

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*Mark Twain overheard talking to his father... "Dad, when I was 16 years old, you were the dumbest person I knew". "When I was 26 years old, you were the smartest person I knew". "You sure did get smart in 10 years!"*