



PrimerOne | **APEX-10™**

PUTS THE POWER OF NATURE
IN YOUR HANDS!



organic

PrimerTurf

PrimeraOne[®]

WHAT DOES APEX-10™ DO FOR YOUR PLANTS & TURF?



- REDUCES FERTILIZER NEEDS BY AS MUCH AS 66%**
- DECREASES IRRIGATION REQUIREMENTS UP TO 30%**
- SUPERIOR STRESS TOLERANCE**
- REDUCES TRANSPLANT LOSS RATE BY AT LEAST 50%**
- IMPROVES DURABILITY AND RECOVERY**

WHAT IS APEX-10™?

The ultimate soil and plant health technology:

- ✓ Proprietary liquid, organic bio-stimulant
- ✓ Not a typical Humic Acid, but a complex, active "Organic Humic Substance"
- ✓ Comprised of naturally occurring PHCAs (Polyhydroxy Carboxylic Acids)
- ✓ Created using patented processes & blending techniques



HOW APEX-10™ WORKS

As proven through university studies and field use, the formula has the unique ability to:

- ✓ Optimize plant metabolic performance
- ✓ Stimulate soil microbe population growth & activity
- ✓ Accelerate root development
- ✓ Enhance soil nutrient retention and plant uptake
- ✓ Improve chlorophyll production and photosynthesis rates

WHAT IS THE APEX-10™ DIFFERENCE?

APEX-10™ is derived from a source that is significantly more bioactive than lignite or Leonardite, and our advanced, patented process produces a formulation much more active than those produced by other processes. As a result, you will find with APEX-10™:

- ✓ Maximum fertilizer and water efficiency reducing needs by up to 66% and 30% respectively
- ✓ 50% better performance than coal-based humic acids
- ✓ Soil will retain higher levels of nutrients
- ✓ Plants and turf will be more tolerant to stress & drought
- ✓ Results both above and below the surface: color, density, and root system
- ✓ More robust plants and turf that are better suited to outcompete pathogens and weeds

APEX-10™ adds up to enhanced soil quality and healthier, stronger plants and turf. Since it's not a matter of if, but when plant stress will happen, be prepared with APEX-10™.

APEX-10™ IS EASY TO USE:

	Easy to Mix	Easy to Apply	Easily Integrated
Sports Turf	Only 3oz for cool season and 3 to 6oz for warm season turf per 1,000sf	Apply every 30 days throughout the growing season	Mixable in the same tank with liquid fertilizers, pesticides, fungicides, and growth regulators
Residential/Low Stress Turf	Only 3oz for cool season and 3 to 6oz for warm season turf per 1,000sf	Apply every 60 days throughout the growing season	
Planting & Transplanting	Just 1oz per shrub and 2oz per tree, mixed with 3 to 5 gal of water	Just pour over root ball & on soil at sod installation	
Sod Farms & Agriculture	Just 1 to 1.5 gallons per acre over the growing season	Apply ½ gal per acre 2 to 3 times during the growing season	

TESTED AND PROVEN

With APEX-10™ you can count on predictable, repeatable benefits as it's been thoroughly tested and proven in both university studies and real world applications.

A. Fertilizer & Irrigation Reduction Series

Rutgers University

Effects of APEX-10™ on Reducing Fertilizer Use in Turfgrass

APEX-10™ promoted higher levels of chlorophyll in plant tissue at reduced rates of nitrogen, phosphorus, and potassium.

APEX-10™ treated plots had higher levels of nitrogen, phosphorus, and potassium in the leaf tissue as total fertility was reduced by 25%, 50%, and 66% respectively.

Effects of APEX-10™ on Reducing Irrigation Requirements in Turfgrass

APEX-10™ promoted significantly better drought tolerance and post-drought recovery when compared to turf not treated with APEX-10™.

Turf quality of both bluegrass and bentgrass improved a far greater degree during times of water deficit due to an increase in root & shoot production of APEX-10™ treated plots.

APEX-10™ on Turf Performance Under Reduced Fertility & Irrigation Regimes

When treated with APEX-10™, bentgrass under 30% reduced fertility and limited irrigation maintained higher nitrogen and phosphorus levels in its leaves, resulting in higher chlorophyll content. This also indicated uninterrupted metabolic performance with continued photo and root respiration.

APEX-10™ produced healthier turfgrass under the reduced fertility and limited irrigation program which was then better able to withstand common abiotic stresses such as heat and drought.

B. Enhancing Plant Productivity During Drought Conditions

Virginia Tech University

Following 3 ½ weeks of drought conditions, bentgrass treated with APEX-10™ retained much higher visual quality, less wilting, sustained growth and sustained function when compared to the control.

Results confirmed great photochemical efficiency, a greater ability to grow and maintain root mass and greater antioxidant activity during drought stress.

C. Evaluating Root Development & Root Strength with APEX-10™ and Leonardite

Virginia Tech University

Tiller density, root mass, and root strength increased.

Superior to humic acids made from Leonardite that have been previously reported. It can be concluded that APEX-10™ provided the resources to overcome the two limiting factors of newly sodded fields: a playable surface & stable footing.

D. Increasing Biomass & Nutrient Retention in Soil

Soil Foodweb Incorporated

APEX-10™ is a quick colonizing resource for fungi, bacteria, and protozoa growth.

In the presence of APEX-10™, microorganisms in the soil retained a higher level of nutrients and nitrogen.

E. Effects of APEX-10™ on Plant Loss

Joseph's Landscaping & Irrigation

During review period APEX-10™ cut plant loss rate and replacement costs in half. Employees were freed up for new business.

Plants held up much better under extreme heat with less water.

Project did not require fertilization for over 18 months with APEX-10™; typical treatment cycle is every 6 months.




RETURN ON INVESTMENT

APEX-10™ is an investment that will contribute to your bottom line. Using APEX-10™ results in better soil quality, healthier root systems, and stronger plants and turf that require less inputs, less replacements, and less labor!

YOU CAN SAVE MANY WAYS:

- ✓ Decrease fertilizer expenses
- ✓ Cut irrigation expenses
- ✓ Reduce labor costs
- ✓ Plant successfully in weaker soil
- ✓ Save money on plant & sod replacements
- ✓ Bring turf to maturity faster
- ✓ Have greener, stronger plants & turf under drought conditions

**Get APEX-10™ today and experience
the APEX-10™ difference yourself!**





APEX-10™ IS MANUFACTURED BY



Nature's Wonder® is the Agriculture and Horticulture division of JSH international™ (JSHi), a global Bio-Environmental company located in Mount Laurel, New Jersey. The Company develops, manufactures and markets Eco-Friendly products designed to have a positive impact on our environment.

The vision behind Nature's Wonder® comes from the founder of JSHi, Jirair S. Hovnanian, and is carried on by his sons, Peter and Stephen Hovnanian. Mr. Hovnanian understood the powerful and positive impact that unique products derived from natural materials could have on our lands, waters, and energy production. His vision remains with us today and is the driving force behind the Company's mission to "harness the power of natural materials to promote environmental stewardship, operational efficiency, sustainability and a healthier work place while being cost effective and socially responsible in creating business opportunities." Industry optimized variations of this organic product are offered within the JSH international™ Family and manufactured in the U.S.A. Visit www.JSHinternational.net to learn more.

From the Earth...for the Earth®

Kevin Mulvihill
CEO, JSH international

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APEX-10™ is proud to be a Primeraturf® brand, and is exclusively available through the Primeraturf® Distributor Network

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