

Primo MAXX cuts the time and cost of fairway management

TECHNICAL UPDATE

January 2009

In Brief

- PrimoMAXX application will reduce the time and money spent on fairway mowing - potentially saving over £4000 a year
- Primo MAXX significantly reduces the volume of clippings removed, typically by up to 50%
- Improved fairway quality gives a better playing surface = less divot damage and faster play
- Improved root structure means better drought tolerance and greater stress resistance



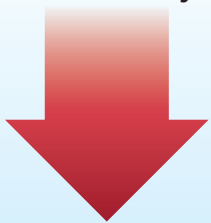
Primo MAXX increases the density of fairway turf, creating a better playing surface. Reducing the hours spent mowing releases time and money for more productive management around the course.

Save time and money with Primo MAXX



LABOUR AVAILABILITY
Up to 20 hours per week

FAIRWAY MOWER COSTS
Down £4250 a year



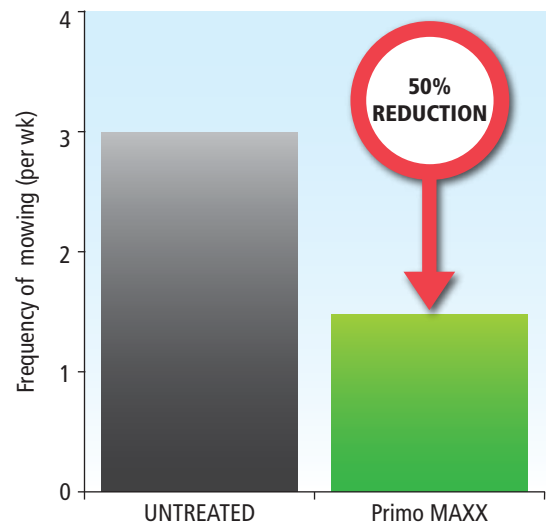
Reducing costs for labour, spare parts and fuel all add up to significant savings with a Primo MAXX programme.

Cutting time spent mowing

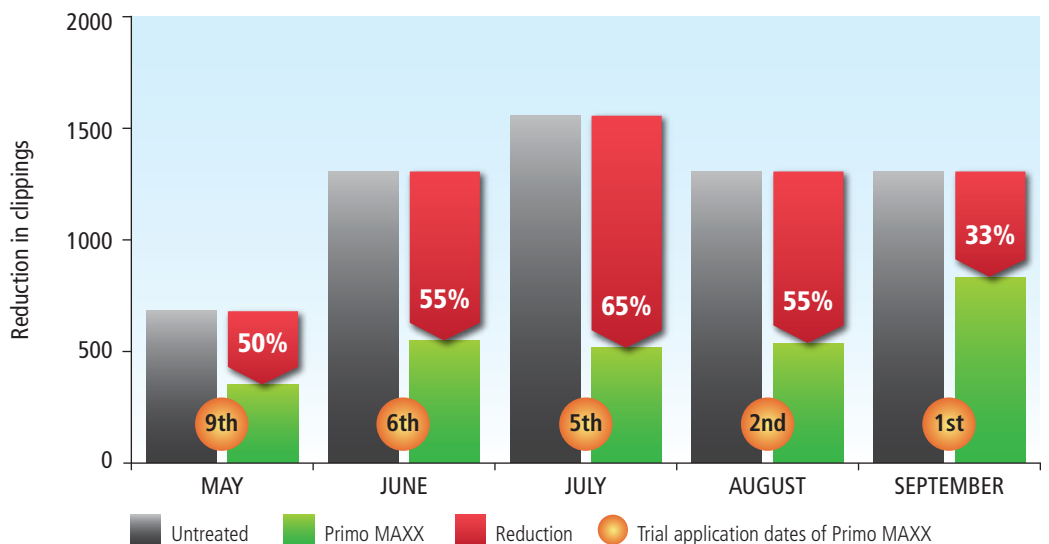
Independent user trials with Primo MAXX applications on fairways, conducted by STRI, identified turf managers could typically reduce the frequency of mowing by 50%, whilst still enhancing playing conditions.

Results were consistent under a range of fairway management regimes, often requiring just one cut per week to maintain high quality fairways. Where mowing remained weekly, the result was improved turf quality and reduced evidence of clippings left on the surface.

Additionally, turf managers and trials have reported the volume of clippings on Primo MAXX treated turf was significantly reduced, typically by around 50% (below).



Source: Observational reports of turf managers undertaking Primo MAXX fairway trials





Trim down fairway mowing costs

Most golf courses typically spend 24 to 40 man hours a week mowing fairways through the growing season. A Primo MAXX programme could release up to 20 hours additional time for essential maintenance to improve greens, tees and work around the course.

Furthermore, with the cost of running a fairway mower calculated by greenkeepers at over £10 an hour, Primo MAXX could save over £4250 a year in lower fuel, maintenance and repair bills – along with the opportunity to cut your carbon footprint with reduced fuel use.

Turf managers always report that Primo MAXX gives greater flexibility to manage the mowing programme when conditions are better, or when it causes least inconvenience to players.



Fairways looking good

Primo MAXX increases the density of fairway turf, creating a better playing surface on which balls sit higher and cleaner. The result is a more rewarding experience for players, reduced risk of divot damage and faster play.

The improved drought and stress tolerance of Primo MAXX treated turf ensures fairways stay looking better through the season and recover faster.

Greenkeepers report a cleaner cut when mowing and, since the turf is growing slower, any patterns cut into the fairway stay visible for longer.

The result is:

- Faster mowing
- Reduced volume for composting
- Sharper, cleaner finish
- Less drop off of grass clumps when mowing in wet conditions

The activity of Primo MAXX has been shown to reduce the effects of unsightly summer stalking on fairway turf.

Programmes build up benefits

Experience of Primo MAXX use on fairways and sports turf surfaces over the past three seasons highlights the value of the Primo Programme to manage turf right through the growing period.

New research indicates turf managers should make the first Primo MAXX application on fairways, rough areas and tees at the reduced rate of 0.8 l/ha, before making subsequent applications at higher recommended rates.

First applications on fairways should take place when turf starts growing consistently, with soil temperatures above 8-10°C for periods of over five days.

The turf management web site, www.GreenCast.co.uk provides daily records and forecasts of soil temperatures to support decisions on when to start the Primo MAXX programme.

Apply Primo MAXX every four to five weeks whilst fairways are actively growing. Tank mix with an appropriate rate of liquid fertiliser. During periods of intense growth reduce the interval between applications; if growth slows in dry mid-summer conditions the application interval could be extended. Where cutting height is lower, apply Primo MAXX more frequently but at a lower rate, to maintain the same total dose over the course of the season.

Application recommendations

For fine turf fairways

 **Primo MAXX** at 0.8-1.6 l/ha
Plant Growth Regulator

Maintain cutting height
at 10-15mm

Predominantly Rye-grass fairways

 **Primo MAXX** upto 2.4 l/ha
Plant Growth Regulator

Maintain cutting height
at 12-18mm

As the temperature falls in the autumn and grass growth slows, make the final Primo MAXX application of the season at the lower rate of 0.8 l/ha.