

ENDURANT TURF COLORANT

CHANGING WINTER TURF MANAGEMENT ... Endurant Turf Colorant™ is an organic pigment made with binders chosen specifically for excellent adherence to turfgrass. This insures the color remains full and rich, providing a natural looking green that is consistent and long-lasting. Its visual appeal is unmatched by any other brand on the market. It is suitable for use over a wide range including, but not limited to: golf course tees, greens and fairways; athletic fields; parks, common areas and lawns.



Photo provided by existing ENDURANT customer.

- ✓ Inexpensive & Long-lasting
- ✓ Realistic Green Color
- ✓ Natural Look & Feel
- ✓ Green to Green Transition
- ✓ Environmentally Responsible
- ✓ Equipment Friendly
- ✓ Fast & Easy Cleanup

The elimination of the significant costs associated with overseeding has made painting dormant warm season grasses a more viable option than

ever before. The reduction of chemical use, a decrease in watering, and the promise of fewer transition related problems have combined to make this management strategy increasingly appealing for both financial and agronomic reasons. One example of benefit commonly reported is turfgrasses emerging from dormancy sooner and more effectively due to increased soil temperatures from the colorant holding heat. As a result, some users report having skipped the heavy, early-season fertilizer applications typically made to wake up the turf, which depending on products used brings additional savings of between \$2,500 and \$5,000 dollars.

EXAMPLE OVERSEEDING COSTS / 35 acres of fairways

Seed:	400 lbs /acre @ \$1.10 /lb. = \$15,400
Prep & Seed:	45 hrs /labor @ \$8.50 /hr. = \$382.50
Fertilizer:	175 bags /app. @ \$22 /bag x 3 apps. = \$11,550
Fert. Labor:	3 men /6 hrs. @ \$8.50 /hr. x 3 apps. = \$459
Fert. Fuel:	15 gal. /app. @ \$3.70 /gal. x 3 apps. = \$166.50
Mow Labor:	2 men /6 hrs. @ \$8.50 /hr. x 30 mows = \$3,060
Mow Fuel:	16 gal. /mow @ \$3.70 /gal. x 30 mows = \$1,776
Total Cost:	\$32,794 or \$936.97 /acre

EXAMPLE PAINTING COSTS / 35 acres of fairways

Endurant:	5 gal. /acre @ \$50 /gal. x 2 apps. = \$17,500
Spraying:	1 man /16 hrs. @ \$12.50 /hr. x 2 apps. = \$400
Total Cost:	\$17,900 or \$511.43 /acre

SAVINGS: \$14,894 or \$425.54 /acre

	OVS	PTG
MATERIALS		
Colorant		X
Seed	X	
Fertilizer	X	
LABOR		
Spray		X
Prep/Seed	X	
Fertilize	X	
Mow	X	
FUEL		
Fertilizing	X	
Mowing	X	

**Analysis does NOT include the cost of water!*

Make a Lasting Impression™

