



## 6# Grass Repair Kit™



### Overview

The Grass Repair Kit™ contains everything needed to patch your lawn's brown spots, bare spots, dog spots, and thin spots. It combines a grass seed, mulch, soil penetrating polymers, and water holding polymers. The premium perennial seed blend is specially formulated to perform in all regions throughout the US. Covers 300 sq.ft.

This colorful, upright standing pouch depicts thick and healthy looking grass as the primary POP. Artwork includes grass/root icon and bold lettering to draw attention and describe the intended use.

This product is part of the American Heritage® family, creating your botanical gardens by restoring lawns.

### Differentiating Features

Features ENCAP's AST® that benefit the seed and soil while the interlocking granules distribute grass seeds evenly to repair the grass area.

Contains high quality perennial bluegrass (20%), turf-type tall fescue (40%), and ryegrass (40%) seeds.



### Miracle Power of PAM™

The mulch contains two polymers, one that works in the soil, and one that works above soil. The first is a water soluble PAM (WSPAM) that is activated by water. This penetrating polymer has been shown to hold seeds in place, reduce time for emergence, improve survival and growth of plants, and improve root growth. It also improves the soil's ability to absorb water and hold fertilizer. The other polymer swells and holds moisture at the surface. This polymer serves as a "when to water" indicator - SPARKLE™.

### Competitive Products

Other mulch products work above the soil by covering the seed. We work above and below

### Positioning

Best placed near grass seed items or in a separate pallet display



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