



# Ecolawn Applicator

EXPANDING

THE COMPOST PRODUCER'S  
RESIDENTIAL LAWN MARKET

# # 1 Compost Use - Top Dressing

Used in:  
Organic Lawn Care Programs  
Over Seeding  
Lawn Pests & Diseases Suppression  
Reducing Irrigation requirements



# Residential Market



- Lawns
  - Maintenance & Care
  - New Installations
- Landscape Beds
  - Maintenance & Care
  - New Installations
  - Vegetable Gardens



# The Residential Lawn Market

## Natural Organic Lawn Care

1. Compost top dressing is the fundamental practice.
2. Foundational to any natural organic lawn care program.
3. There is over 160,000,000 acres of lawn in North America alone.
4. 2,900,800,000 cubic yards of compost needed to top dress the lawn market with  $\frac{1}{4}$  inch application.





# \$45 Billion Market Potential

- ¼ inch application
- 1 cubic yard = 2,400 square feet
- 1 cubic yard = \$16
- 1 acre = 43,500 square feet
- $43,500 \text{ sq ft} \div 2,400 \text{ sq ft} = 18.13 \text{ cu yds per acre}$
- $160,000,000 \text{ acres} \times 18.13 \text{ cu yds} = 2,900,800,000 \text{ cu yds}$
- $2,900,800,000 \text{ cu yds} \times \$16 = \underline{\underline{\$46,412,800,000}}$

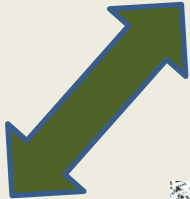
How do we unlock this market?





Landscape Contractors

**EDUCATION**



Homeowners

**PROMOTION**





# Compost the quintessential fertilizer!

## **THE BENEFITS OF AGED COMPOST ON LAWNS**

### ADDS HUMUS & ORGANIC MATTER

- A. Adds plant & soil organism nutrients
  - 1) Improves soil tilth
  - 2) Improves water & nutrient holding capacity
  - 3) Increases the electromagnetic energy
- B. Adds biology
  - 1) Adds disease suppression
  - 2) Adds pathogen suppression
  - 3) Adds weed seed suppression

# Compost Sales in The Residential Lawn Market



Producer's & Promoter's



Ecolawn Applicator



End User's/ Contractor's





# COMPOST TOP DRESSING of the lawn market

- Foundational to the composting industry
- Holds one of the largest market potentials
- A fundamental practice in natural lawn care
- Ecolawn makes it easy & available for all

