NEW TOOL FOR TURF MANAGERS, LANDSCAPERS, & GROWERS

PrimeraOne. APEX-10

PUTS THE POWER OF NATURE IN YOUR HANDS!
WHAT DOES APEX-10™ DO FOR YOUR PLANTS & TURF?

- REDUCES FERTILIZER NEEDS UP TO 66%
- IMPROVES WATER EFFICIENCY UP TO 30%
- SUPERIOR STRESS TOLERANCE
- REDUCES TRANSPLANT LOSS RATE BY AT LEAST 50%
- IMPROVES DURABILITY AND RECOVERY

www.PrimeraOne.com
WHAT IS APEX-10™?
An all-natural product that enhances natural processes:

✓ A proprietary liquid organic formula
✓ Derived from highly humified peat sources
✓ Blended through a patented stabilization and extraction process

HOW APEX-10™ WORKS
As proven through university studies and field use, the formula has the unique ability to:

✓ Optimize plant metabolism
✓ Stimulate soil microbe population growth & activity
✓ Enhance nutrient uptake
✓ Promote vitamin & antioxidant development
✓ Reduce the effects of toxic metals & chemicals in the soil

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™:

✓ Fertilizer needs will be reduced up to 66% and irrigation needs up to 30%
✓ 50% better performance than leonardite-based humic substances
✓ Soil will retain higher levels of nutrients
✓ Plants and turf will be more tolerant to stress & drought
✓ Significantly higher survivability of new turf, plantings, and transplants
✓ Plants and turf will be more vibrant in appearance

APEX-10™ adds up to enhanced soil quality and healthier, stronger plants. 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:

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

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

Rutgers University
- 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.

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

Rutgers University
- 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.

C. 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.

D. 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.

E. 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.

F. Increasing Height & Density of Newly Seeded Kentucky Bluegrass

Rutgers University
- APEX-10™ enhanced turfgrass height and density when applied in soil.

G. Joseph’s Landscaping & Irrigation, Inc.

Testimonial
- APEX-10™ cut plant loss rate by 50%, freeing up employees for new business.
- APEX-10™ cut replacement costs in half.
- Plants held up much better under extreme heat with less water.
- Project did not require fertilization for at least an 18 month period. Without APEX-10™, Joseph’s would have treated the project every 6 months.
RETURN ON INVESTMENT

APEX-10™ is an investment that will contribute to your bottom line. Using APEX-10™ means greater and greener turf with less labor, less inputs, and less replacements!

YOU CAN SAVE SEVEN WAYS:

- Decrease fertilizer expenses
- Reduce labor costs
- Cut irrigation expenses
- 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!
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 workplace 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

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

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