

PURELY ORGANIC



Newsletter

Summer 2008

Volume 2, Issue 1

Purely Organic Introduces new comprehensive professional ORGANIC LAWN CARE SERVICES.

As a Purely Organic Lawncare customer, you can feel good about using a service that is totally safe for kids and pets.

Protect the environment and your water supply.

If you live on or near the water, this is the only lawn care service for you.

For details, or to request a free estimate, call **(877) 94-ORGANIC** today

Purely Organic Lawncare is now accepting all major credit cards for your convenience.



Spring has sprung late with dry conditions. On top of that, cold soil temperatures have made it a real challenge in helping lawns to make the transition from winter mode to spring mode. That is a trial we are eager to accept. Now, with summer on our hands it's time to think about some of our optional services such as aeration, over seeding, slice-seeding, tick management, and tree & shrub management.

We now have two locations; York and Boston. York is our home base and services the Seacoast of Maine, New Hampshire, and Northern Massachusetts. This service area reaches as far north as Saco, ME and as far west as Amherst, NH. We would like to sincerely thank each of our customers in these areas for a chance to earn and keep their business and for Purely Going Green!

This year in March we felt the need to expand, and because of the number of requests we've received from our customers who own summer homes in the Seacoast area as well as full-time residences in the Boston area, we decided to open our new office in Waltham, MA. Our Waltham office services the entire Greater Boston area from Dedham to Lynn as well as the Sudbury, Acton, Stow area. We are proud to introduce Dave Ferrantino as our Turf Grass Agronomist and Branch Manager for that location. We are excited to provide a strong organic turf care presence in this area.

Our commercial division has been created to assist towns and schools in making great choices. We specialize in the caring of sports fields as well as town and school grounds. If you're concerned for the safety of your kids and schools, which we're sure you are, please let the schools know about our organic alternatives.

Our Green Challenge is a way for us to ensure that each of you has a chance to "Go Organic" without emptying your wallet. We will match any competitor's price, even a chemical company! We did this to give you a healthier lawn that is completely safe for kids and pet's, at the same price you currently pay for lawn care. With the program we designed, along with the products we are using, we can give you competitive and safe results while taking the concerns of cost out of the picture. We thank everyone who has taken advantage of this program and has switched from a chemical service to a safe service.



Join the Green Alliance Team!

The Green Alliance was born from a partnership of community environmental advocacy and business ingenuity. The Green Alliance is a growing union of green businesses on the Seacoast. We offer strength in numbers; raising the profile of local sustainable businesses through collaboration, consumer education and shared business strategies. The Green Alliance Co-op offers our green goods & services to individual Co-op members at a discount. You can find out more information on the Green Alliance team by visiting our website at, www.greenalliance.biz

We also own a Par 3 Golf course in York Maine, called, York Par 3. York Par 3 is also known as "Purely Organic University." This is where we test all the new products for Purely Organic. With the help of a company called ICT Organics, we are bringing better organic products to our customer's everyday. Some of the products we are working on which you will see this year are:

- **Purely Organics own Label – NPP (Chitosen):** We use this product to prevent grubs, and disease. It is also a natural plant protector and wetting agent.
- **Purely Organics own Label – Instant Compost Tea:** This is a great way to help build soil structure, as well as fight disease and insects.
- **Purely Organics own Label – Seed Tea:** To enhance a seed catch and build soil biology.