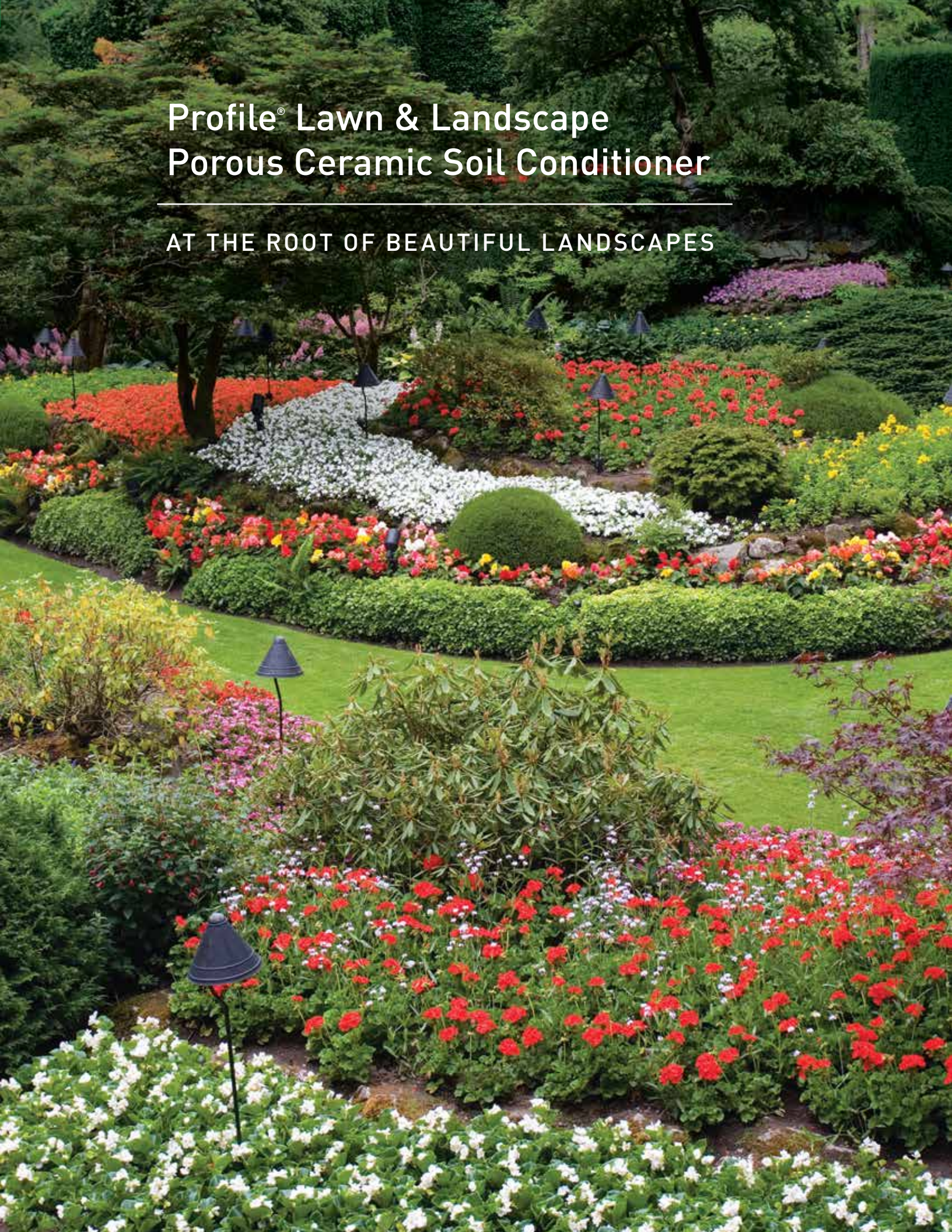


Profile® Lawn & Landscape Porous Ceramic Soil Conditioner

AT THE ROOT OF BEAUTIFUL LANDSCAPES



Introduce Profile® Lawn & Landscape Porous Ceramic into Your Soil

Hold air, water and nutrients at the root zone.

Profile holds its weight in water and then slowly releases moisture back into the plant over time.

Reduce compaction and improve drainage.

Profile adds permanent pore space and allows water to drain properly.

Improve your soil structure.

Profile is designed to enhance all types of soil.



Why is Soil Structure so Important?

Soil plays a huge role in the success or failure of your design efforts. Unfortunately, most of the soil around existing sites lacks balanced structure and pore space.

Compare Ideal Soil to More Common Heavy Clay and Sandy Soils

Ideal Soil

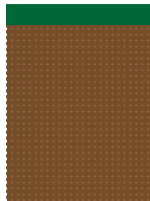
- Comprised of 50% solid material and 50% pore space (for holding water and air)
- Different sized pores allow soil to drain properly while maintaining ideal moisture levels

Potting Soils

- Potting soils typically contain high amounts of organic compounds that decay over time
- Decayed material in this soil repels water, increasing the need for frequent watering

Heavy Clay Soils

- Prevalent throughout much of the U.S., this soil lacks the air-holding pores of ideal soil
- This imbalance results in poor drainage, shallow roots and unhealthy plants



Sandy Soil

- This soil contains too many air-holding pores and not enough water-holding pores
- Sandy soil can't hold moisture or nutrients like ideal soil, increasing the risk of drought stress



Long-Lasting Beauty Begins with Profile® Lawn & Landscape

Whether it's in containers, hanging baskets, rooftop gardens, planting beds, vegetable gardens, backfill around trees or shrubs, for lawn maintenance or aerification, Profile creates ideal conditions that lead to:

- Larger plants
- More flowers
- Larger blooms
- Reduced plant stress



50/50 Potting Soil and Profile® Lawn & Landscape Porous Ceramic Soil Conditioner

100% Potting Soil

Do it Right Once and You're Done.

Peat moss is probably what most people think of to “fix” or improve their soil. “Add peat to sandy soil to improve its water- and nutrient-holding ability. Add peat to clay to loosen it up and improve its drainage.”

Peat, as well as other “quick fix” options like compost and topsoil do work, but only for a short time. The problem is that like any organic material, these options decompose, and as they break down, they quit working. It can actually make poor drainage an even bigger problem in any kind of soil.

Profile® Lawn & Landscape on the other hand, is a ceramic particle that doesn't decompose or break down over time. The balanced structure and pore space it creates in any soil is permanent.

So the same great qualities it provides your soil the day it's incorporated will remain for the life of that landscape bed. The long and the short of it is, “Do it right once and you're done.”

Conditioning Backfill for Individual Plantings:

The amount of Profile® Lawn & Landscape required is dependent upon the size of the hole that is dug for the plant. The recommended hole size is 2.5 times the diameter and equal in depth to the pot or ball being planted. Add Profile to the planting soil that was removed at a ratio of one shovel of Profile to two shovels of soil.



Small Container Applications:

Pot Size 30% Rate of Profile*

One gallon (3.79 L)	7 lb (3.18 kg)
Two gallon (7.57 L)	16 lb (7.26 kg)
Five gallon (18.93 L)	39 lb (17.69 kg)

**Mixed into backfill soil*



When planting Ball & Burlap or larger container stock, utilize one 50-pound (22.7 kg) bag for a 3-foot (0.91 m) diameter hole and four 50-pound (22.7 kg) bags for a 5-foot (1.52 m) diameter hole.

Landscape Beds:

Add one shovel of Profile for every two shovels of soil mix.



Lawns and Turf:

In construction, renovations or maintenance, Profile works to prevent damage to turf areas.

New Lawns

Apply Profile at a rate of 3,700 pounds (1,133 kg) per 1,000 square feet (92.9 m²) blended into the top four inches (10.16 cm).

Established Lawns

In the Spring and Fall, core aerify lawns in a crisscrossing pattern and using a spreader, add Profile at a rate of 770 pounds (349 kg) per 1,000 square feet (92.9 m²). After topdressing with seed, fertilize and rake Profile into holes and water thoroughly.



Our Customers *and Results* Speak for Themselves.

More people every day rely on Profile® Lawn & Landscape Porous Ceramic Soil Conditioner to enhance the soil structure of their landscaping. These all-natural conditioners permanently improve the root zone by adding air- and water-holding capacity in all types of soil. The result is better drainage when it's wet, better water-holding capacity when it's dry, deeper root growth, healthier plants and happier customers.

“IN OUR GREENHOUSES, we incorporate Profile into soil mixes to improve soil structure for plants that are going to be in containers for a long time. The incorporation also reduces or eliminates yellowing due to iron deficiencies in grasses and certain flowering plants like petunia and calibrachoa. It has eliminated the need for us to incorporate top soil, which requires labor-intensive digging, drying, grinding, and pasteurizing. I have recommended Profile calcined clay to my grower colleagues at other universities, institutions and agricultural companies.”

*Rob Eddy — Plant Growth Facilities Manager
Purdue University*



“FOR OVER TEN YEARS I have personally seen the positive effects Profile products have when used as soil amendments: increased resistance to compaction, consistent moisture-holding capability, and improved root-zone porosity. During that time, I also tried competitive amendments. Only Profile products have consistently performed as advertised, did not break down over time, and achieved the results I promised to the owner.”

Don Campbell — Landscape Architect

University Tested. Field Proven.

More than 30 years of university and independent research underscore the benefits of Profile®. And more than two decades of success on thousands of golf courses, athletic fields, public landscapes and even NASA reinforce their findings. They prove that Profile makes it easier to work soil, help plants grow faster, reduce the frequency of irrigation, make more efficient use of fertilizer, and produce healthier turf and ornamentals.

Independent Research:

- *Duke University, Department of Botany, C. H. Jaeger & H. Hellmers*
- *Michigan State University, Department of Horticulture, C.E. Wildon & F.L.S. O'Rourke*
- *Mississippi State University, Adolph Laiche & V.E. Nash*
- *Purdue University, Horticulture & Landscape Architecture Dept, West Lafayette, IN*
- *The Ohio State University, School of Natural Resources, Dr. Ed McCoy*
- *Turf Diagnostics & Design, Olathe, KS*
- *University of Missouri Turf Research Center, Dr. David Minner*
- *Washington State University, Department of Horticulture & Landscape Architecture, L. K. Hiller & D. C. Koller*

Ask your distributor about Profile Lawn & Landscape Porous Ceramic Soil Conditioner for your landscape. To locate a distributor call (800) 207-6457.



Solutions for your Environment™

PROFILE Products LLC

750 W. Lake Cook Road, Suite 440 • Buffalo Grove, IL 60089

(800) 207-6457

www.profileproducts.com/landscape