



A CUSTOMER SUCCESS STORY

PAINTING FOR YEAR-ROUND PLAYABILITY

An in-depth case study on the benefits gained by using Dormant Green

The beautiful Heritage Club Golf Course is located on Pawleys Island in South Carolina. The 18-hole golf course was designed by local architect Dan Maples and was built in 1986 on the site of the True Blue and Midway Plantations. Stretching throughout 600 acres of stunning magnolias, 300-year-old oak trees, and freshwater lakes and marshes, golfers enjoy lush surroundings and natural rolling fairways. The course is open to the public for a year-round season and offers memberships as well. A popular tourist destination, the greens host approximately 60,000 rounds a year.

Operating a year-round golf course in South Carolina has many challenges, the most prominent being keeping the course in superior shape throughout the winter dormant season. After enduring summer humidity and temperatures reaching the upper 90's, the winter dormant season in South Carolina begins around November and December as temperatures drop to the 50's and 60's during the day and 30's at night.

We sat down with James Huntoon, Golf Course Superintendent at Heritage Club Golf Course, and asked him to explain the challenges of the winter dormant season and how he has overcome them. James described the three main options golf course superintendents in South Carolina have when dealing with the winter dormant season:

Not only was he able to keep his golf turf a beautiful green color throughout the winter months, but as spring approached and the turf began to grow again, it did not have to recover from the damage of over-seeding, but instead sprang up lush and healthy with no transitional period. As other area golf courses were struggling with turf transition, James was pleased with the results Dormant Green provided his turf.

The first option is to do nothing. As the winter months approach, the warm weather turf begins to lose color and turn a blondish yellow and then brown. While some golfers are perfectly content to play on turf in this condition, doing nothing is not an option for Heritage Club Golf Course, whose northern winter tourists expect to play on beautiful greens and lush fairways.

The second option is the most expensive of the three methods, and that is over-seeding. Over-seeding is the process of putting cool season turf on top of the warm season turf, so that as the warm season turf begins to lose color in the fall/winter, the cool season turf takes over, giving your greens, fairways and tees a nice lush color throughout the winter. In April/May as the weather warms back up, the cool season turf begins to die out and the warm season base turf takes back over.

JIM'S FAVORITE HARRELL'S PRODUCTS:

- Dormant Green
- Title Phyte
- EarthMAX®
- Fleet®
- POLYON®
- PAR® SG

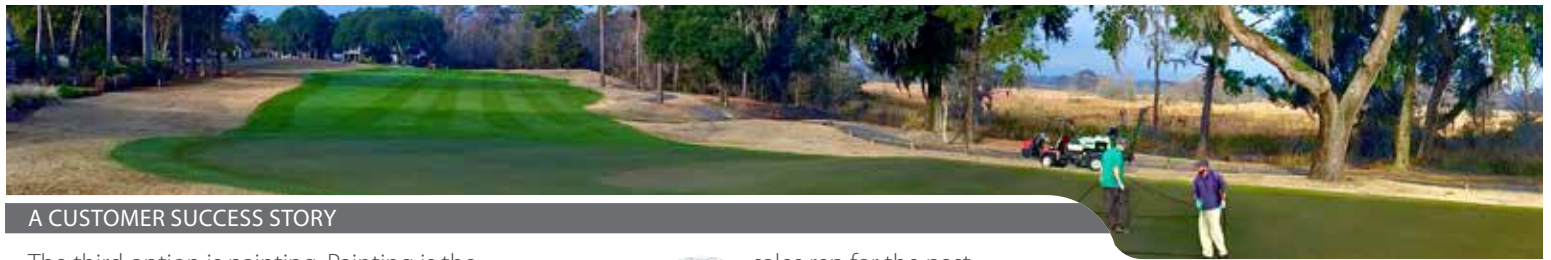


Spraying Dormant Green - January 1, 2017

THE THREE MAIN DOWNSIDES TO OVER-SEEDING:

- 1) There can be areas that don't transition and you are left with bare patches on the golf course in the spring.
- 2) You are limited to what herbicides you can use (and how much you have to spend) and the result is more weeds on your golf course.
- 3) When you are preparing the grass in the fall to accept the cool weather seed, it must be roughed up - verticut and dragged - which causes damage to the turf.





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The third option is painting. Painting is the process of spraying dormant turf with a coloring agent that makes the dormant turf appear to be a thriving winter turf, it also helps protect the dormant turf to preserve its health year-round. James Huntoon had been using a combination of 20% painting and 80% over-seeding at Heritage Club Golf Course for 3 years. James prefers to paint his course so he doesn't have to over-seed, which he considers to be an invasive process, damaging his turf. James told us, "the challenges were being able to apply enough paint to get the results that I wanted within my budgetary restraints."



sales rep for the past 15 years), providing paint samples and feedback to help dial in the formula. The final product was released: Harrell's SprayMAX® Dormant Green, an organic polymeric colorant designed to provide natural green color on non-dormant, semi-dormant, and dormant turf grass. Dormant Green contains Surface Coverage Brightener (or ScB) Technology, a unique, proprietary color additive that improves leaf surface coverage and concentrates color for a brighter, bolder, more natural green. When Dormant Green was unveiled in 2014, James couldn't say enough about it, "I love the color of the paint. I like the fact that it's more viscous than other paints, thick but it's not so thick it causes problems in your equipment, which is important. And I like the flexibility of the rates." With its lower price point and flexible coverage rate, James immediately started using it exclusively on his course.

TAKING A RISK

In 2016, James attempted an experiment that would end up being a game-changer for his turf: 100% Dormant Green and 0% over-seeding. Not only was he able to keep his golf turf a beautiful green color throughout the winter months, but as spring approached and the turf began to grow again, it did not have to recover from the damage of over-seeding, but instead sprang up lush and healthy with no transitional period. As other area golf courses were struggling with turf transition, James was pleased with the results Dormant Green provided his turf. Local golfers were amazed at the striking difference between the tees, fairways and greens at Heritage

JIM'S SCHEDULE

Oct-Nov: as grass starts going dormant I use cheaper pigments to add color. Pigments don't last as long as paint and are cheaper to use. This is beneficial for when the turf grows during unseasonably warm temperatures and we have to mow (which takes the paint right off).
Dec-March: when grass is fully dormant I start my Dormant Green applications. It's a slightly lower paint price point and is more flexible with the application rate.

Club Golf Course, when other area courses were experiencing the yellow/brown patches as the cool season turf gave way to the warm season turf. Impressed by the results of using Dormant Green, James had this to say about the health of his spring turf, "it's incredible, it makes a huge difference!" He continued, "Painting just fits in better to my overall management style, the way I want to present my golf course year-round. I prefer to have things as nice as they can be year-round as opposed to having peaks and valleys, and that's what you get with over-seeding."

ENJOYING SUCCESS

Dormant Green has proved to be an effective and cost saving solution for James Huntoon at Heritage Club Golf Course. When asked about the cost savings he experienced by using 100% Dormant Green, James explained, "it allows me to re-direct my funds to other areas of the golf course. I'm not spending less money because I'm painting, I'm just spending my money, in my opinion, better. I'm spreading it around more, because I'm not wasting it on trying to deal with problems that I had due to over-seeding."



**Sunrise on Heritage Club Golf Course,
Dormant Green Sprayer - March 22, 2017**

A BETTER SOLUTION

James has used a wide variety of painting products over the last 15 years, so when Harrell's began product development for their own paint product, James jumped at the chance to join the trial group. "The first several versions of it weren't very good," James recalls. But he worked closely with Geoff Simril and Matt Schrader (his Harrell's

