

BENEFITS OF NATURAL GRASS

7 ways to help sell your customers on a natural grass lawn

OXYGEN:

Every day the average grass natural lawn produces enough oxygen for a family of 4.

FRESHER AIR:

A natural lawn helps to sequester carbon, cleaning the air we breathe.

COOLER CITIES:

Choosing natural grass can noticeably reduce the urban heat island effect.

SAVING ENERGY:

A healthy natural grass lawn cuts your summer energy costs by reducing your air conditioner's workload.

CLEANER WATER:

Natural grass lawns filter rainwater and runoff for cleaner ground water.

NOISE REDUCTION:

Natural grass areas can decrease noise pollution in your neighbourhood by as much as 8 to 10 decibels.

A PLACE TO PLAY:

Natural lawns provide a safe space to play for families and pets.

Why choose Manderley all natural

LESS WATER

sod for your next project?

1 Backed by science, Manderley Less Water was the first qualified **drought tolerant** natural grass by the Turfgrass Water Conservation Alliance (TWCA), so you can position your company as **environmentally responsible!**

2 With its superior genetics, Manderley Less Water sod requires as much as **50% less water** to grow year after year, **saving your customers time and money** on watering!

3 You can sell Manderley Less Water Sod at a premium, because of its **long-term cost savings** for your customers, helping you to increase your average sale and **grow your bottom line!**

4 Less Water products **resist drought up to 6 weeks longer** than conventional lawns before going dormant, providing **added insurance to your projects** and helping to keep your customers happy!

5 By using **environmentally sustainable products**, like Manderley Less Water Sod, you will get a leg up on your competition, **helping you differentiate yourself.**

Manderley

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