

EZ-FLO's patented proportioning systems deliver nutrients in minute amounts that can be within the US EPA's standards for clean drinking water as well as increasingly restrictive state and local standards. By applying nutrients and other beneficial products in small "micro-doses" these products are applied at low parts per million (ppm) concentrations, **guaranteeing up to 100% absorption** by the plant material.

EZ-FLO's approach benefits the environment in two ways:

- 1. Water Savings (20% to 50%)**
- 2. Fertilizer Reduction (70% to 90%)**

Other indirect benefits achieved:

- Fertilizer runoff virtually eliminated
- Less herbicides and pesticides needed
- Exposure to concentrated chemicals reduced
- Less salt buildup in the soil

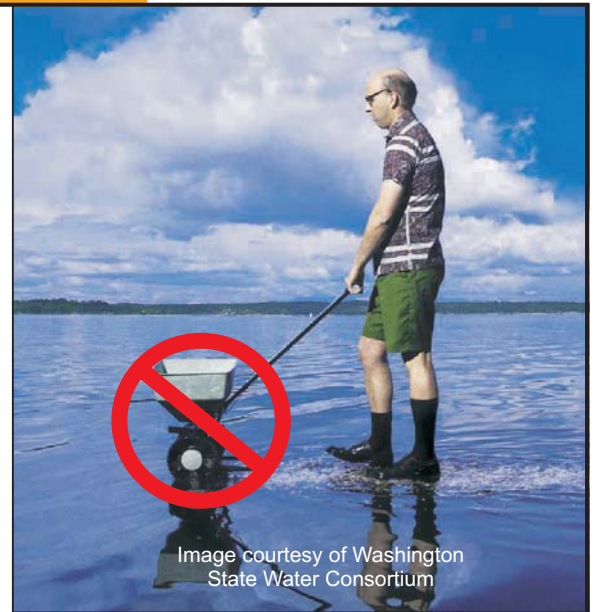


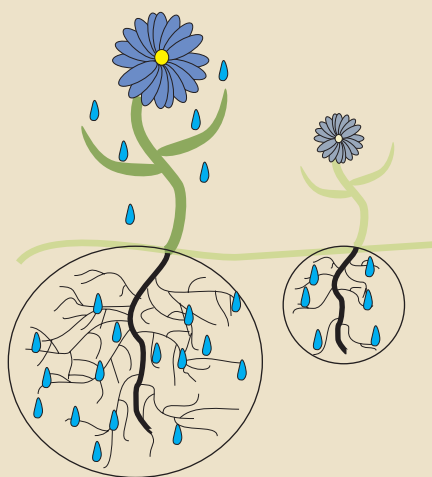
Image courtesy of Washington State Water Consortium

**Research studies concluded that "a 79% increase can be gained in the efficiency of using irrigation water..."**  
International Atomic Energy Association, 2002

## Water Savings

The function of a plant's roots are to provide the plant with water and nutrition. Increasing the root mass increases the root surface area in the soil which increases the plant's ability to absorb water and nutrients.

Water savings result from the development of increased root mass due to micro-dosing. When you use EZ-FLO, you should expect to have water savings of 20-50% if you are watering adequately. Once the root mass has developed sufficiently as shown in the photo below, the ability of the root mass to "trap and hold" water (and nutrients) in the root zone increases dramatically.



EZ-FLO

Dry Fertilizer

**EZ-FLO develops a deeper and broader root system so water and fertilizer can be more efficiently utilized by the plant.**

## Fertilizer Reduction

The EZ-FLO "micro-dose" proportioning system makes nutrients more readily available to the plant every time water is applied. Because the fortified water stream contains small amounts of various fertilizer macro-nutrients (NPK) and micronutrients, the plant is constantly fed a rich solution of food and minerals that it needs to grow and thrive. Studies have shown that only 10% of uncoated granular fertilizer applied is ultimately absorbed (much of it leaching past the root zone) while EZ-FLO fertigation can achieve between a 90% to 100% absorption rate. In comparison, as little as ½ pound of fertilizer per 1,000 square feet is required as compared to 5 pounds of granular.

## Fertilizer Runoff into our Waterways

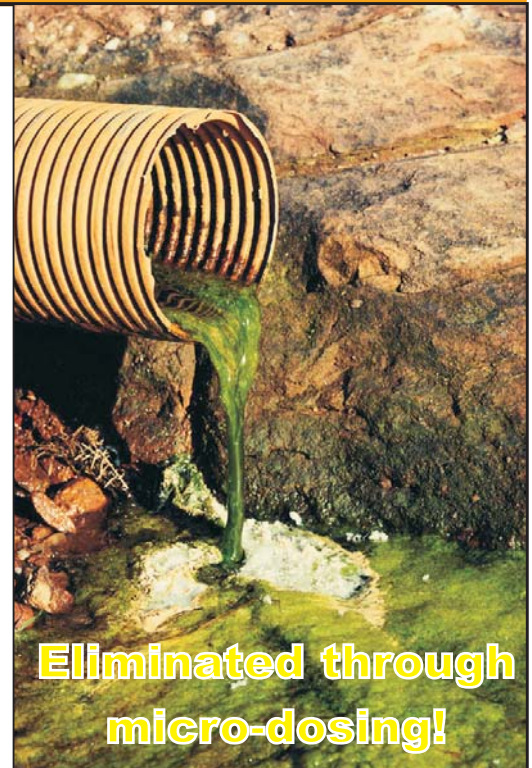
Fertilizer runoff causes enormous problems downstream by degrading our waterways, lakes and bays. According to a recent newspaper article, “when lawns get more nitrogen than they can absorb, excess nitrogen migrates into the watershed, stimulating algae growth in local ponds and bays that suffocates fish and aquatic life.”

We all need to do our part to minimize harmful runoff and EZ-FLO will help! Using EZ-FLO to micro-dose fertilizers and supplements practically ensures that **fertilizers get into the plant and not into our water sources.**

## Reliance on Pesticides and Herbicides

Healthy plants have natural defenses against insect attack. Traditional fertilizing methods follow a “feast and famine” cycle which weakens the plants’ natural defenses. Plants that are overfed initially produce rapid top growth but that growth cannot be sustained. This sets up the plant for starvation where the plant rapidly declines in health. A plant in decline releases chemical secretions that attract insects and disease. A normal treatment is to apply herbicides and pesticides to address short-term problems but these chemicals significantly reduce the soil’s fertility leading to weaker and weaker plants.

With EZ-FLO you can break the chemical dependency caused by herbicides and pesticides by breaking the feast and famine cycle caused by traditional fertilizing methods.



**Eliminated through  
micro-dosing!**



## Exposure to Concentrated Chemicals

Read the directions on just about any lawn care product and you will see warnings about avoiding skin contact. Exposure to concentrated chemicals is not only bad for your landscape it can be bad to human health as well. **Many pesticides and herbicides are even carcinogenic!**

EZ-FLO recommends non-hazardous products for our systems which many are classified as natural or organic. And these products can deliver the same, if not better, results than chemical concentrates.

## Salt Buildup in Soils

Most granular fertilizers use carrier salts to bind the NPK macro-nutrients into granules. As the granules decompose they release the macronutrients into the soil but the salts remain. Over time, salt buildup increases the pH of the soil and limits nutrient exchange that is vital to plant health. Property owners typically respond to underperforming landscapes by applying even more fertilizer to get the same result.

Application of an organic soil conditioner (bio-stimulant), along with fertilizers through an EZ-FLO proportioning system, breaks down these salts and optimizes the plant’s ability to absorb valuable nutrients that are now available.