

Specifically formulated for Wisconsin lawns!

Only Stein® Brand grass seed blends and mixtures are formulated to thrive in Wisconsin's unpredictable and harsh weather.

Stein® Brand Perennial Ryegrass Enhanced Grass Seed has been carefully selected to provide a beautiful, Wisconsin lawn.



Requires less water and fertilizer

Stein Enhanced Grass Seed is a polymer-coated lawn seed. Two polymers encapsulate the seed: one for moisture retention and another containing starter fertilizer, thus reducing water requirements and accelerating root development. The coated seed will swell when moist and release moisture when the soil is dry.

Troubleshooting the top three problems with Wisconsin lawns:

I have barespots on my lawn. What do I do?

Barespots are most commonly caused by pet urine, salt damage, or disease and pests. The first two require flushing with water to dilute the nitrogen or salt to help correct the pH of the soil. Follow the directions for barespot repair on the back of the bag of any Stein Premium Coated Grass Seed. If the barespots are caused by disease or pests, you will need to identify the specific problem before it can be successfully treated.

My grass will not grow under my trees or in other dense shade areas. What can I do?

Trees compete for water and soil nutrients. To keep the grass thick and green you will need to fertilize and water more frequently and raise the mowing height. Use Steins fertilizer to keep your shady areas green. If you need to thicken the grass in these areas, use Steins Shade-Tolerant Shady Mixture. Follow the instructions on the back of the bag and use Encap Mulch and Starter Fertilizer to help condition the soil and expedite seed germination.

I planted grass seed and nothing grew. What happened?

The most common reason for the seed not growing is the lack of water. Newly-seeded lawns need a moist, but not soggy, soil in order to germinate and establish roots. Frequency of watering depends on weather and soil type. Usually 3–4 times a day for 2 minutes will work. The best time to plant is late summer or early fall. The soil is warm and the air temperatures are cooler, which means the soil stays moist longer so the seed will germinate with less watering.

In spring soil temperatures can vary dramatically. Seed takes much longer to germinate when average soil temperature is below 50°. Be patient, don't give up! The seed will germinate with warmer weather.

Zero-Phosphorus Fertilizer for a Cleaner, Greener Environment

Three years ago, Stein Gardens & Gifts took an important step towards protecting our environment by introducing zero-phosphorus fertilizer. Three years later, effective April 1, 2010, Wisconsin lawmakers have followed our lead and implemented legislation requiring all Wisconsin lawn fertilizers to be phosphorus free with very limited exceptions.

Why is this important? In most cases, Wisconsin soil contains sufficient levels of phosphorus to support healthy lawn growth. Because plants will not absorb more phosphorus than needed, the phosphorus runoff from phosphorus-containing fertilizers flows into area lakes, streams, and wetlands, encouraging the growth of harmful algae. This algae growth clouds the water and disrupts the ecosystem by depriving essential aquatic plants of nourishing sunlight.



With a cleaner, greener environment in mind, Stein Gardens & Gifts offers a complete line of environmentally friendly lawn food products. Stein's 4-Step Lawn Food Program is a comprehensive and easy to use lawn care system that promotes lush and healthy lawns. It features four unique seasonal formulas designed to fight crabgrass and weeds, nourish your lawn and strengthen roots to withstand those cold winter months. Each formula is designed for application during a specific time throughout the year and all formulas include Milorganite®, an environmentally friendly, organic nitrogen fertilizer.

Stein Crabgrass Preventer Plus Lawn Food is best applied between March and mid-May and it not only prevents crabgrass, but it also kills young crabgrass up to two weeks after it germinates. Stein Weed Control Plus Lawn Food, featuring a combination of three different weed killers, is best applied between May and June and eliminates dandelions and over 145 other types of broadleaf weeds. Stein Lawn Food is best applied between June and August and will help ensure a green and uniform lawn you can be proud of. And Stein Winterizer, available with or without weed control, is best applied between late-August and November to rebuild those roots for a healthier lawn in spring.

Together with Stein's Gardens & Gifts, you are just four simple steps from a healthy, beautiful lawn.

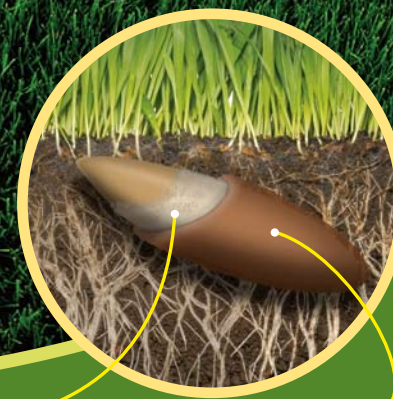
COMBINATION Enhanced Seed



Lawn Care Guide for Wisconsin Lawns

**Requires less water!
Includes the appropriate
amount of starter fertilizer.**

- Faster germination
- Promotes even growth
- Accelerates root development



Starter fertilizer included!
Seeds have the nutrients they need, so there's no waste from over-fertilizing. Reduces fertilizer runoff into streams.

Enhanced coating absorbs water
Special coating attracts and retains moisture. Seeds germinate faster with less water establishing a new lawn in less time!

Stein NEW Enhanced Grass Seeds take the guesswork out of growing a beautiful green lawn from seed!



Stein® Kentucky Bluegrass Blend

- A premium blend of fine textured grasses
- Deep green color, soft texture
- The most cold hardy grass

SUNNY



Stein® Sunny Mix

- A great-looking lawn with modest care
- Cold & snow damage resistant
- Thrives in sunny area



Stein® Sun & Shade Mix

- A premium all-purpose mixture of fine-bladed grasses
- Cold & snow damage resistant
- Thrives in sun or shade



Stein® Durable Mix

- Thrives in sun or light shade
- Cold & snow damage resistant
- A premium mixture of hardy & low-maintenance grass
- Ideal in high traffic areas



Stein® Perennial Ryegrass Blend

- A premium blend of hardy, fast growing perennial grasses
- Cold & snow damage resistant
- Germinates quickly

SUNNY & SHADY AREAS



Stein® Dense Shade Mix

- Thrives in partial to densely shaded areas
- A premium mixture of low-maintenance grasses
- Ideal for use under trees

SHADY

STEIN® BRAND ENHANCED GRASS SEED

Stein® Enhanced Seed Blend is formulated for Wisconsin lawns and includes starter fertilizer for strong root growth and quick establishment. Included are seeds selected for tough Wisconsin conditions so that you can now have a beautiful and professional-looking, winter-hardy lawn.

PLANTING INSTRUCTIONS

New Lawns

1. Plant in spring after last frost, summer, or fall 30 days before first frost. **DO NOT USE WEED AND FEED PRODUCTS PRIOR TO OR WITHIN 90 DAYS OF PLANTING.**
2. Level the ground to be planted. Then till or rake lightly to loosen soil. **The appropriate amount of starter fertilizer is included with the seed so there is no need for an additional fertilizer application at time of planting.**
3. Apply grass seed evenly over area with either a drop or rotary spreader.
4. Apply top dressing material a maximum of 1/3" deep and lightly rake and roll the surface area to assure good seed-soil contact.



After Planting

5. Start watering immediately after planting and keep the soil dark with moisture until the grass is visible.
6. Germination time varies with the each seed variety, and is listed on the back of the seed bag. During spring in Wisconsin, soil temperatures fluctuate greatly. Patience is necessary if you don't see your grass seed coming up as quickly as expected. The seed is still germinating and it is waiting for help from mother nature.
7. When the grass is about 1"-2" in height begin watering deeply every three to five days or more often as needed during hot weather.
8. Your new lawn should be cut with a sharp mower when it is about 2" tall, removing about 1/3 of the leaf height.

Re-seeding an Established Lawn

1. Mow lawn very closely and rake to remove debris.
2. Loosen soil in bare or thin areas.
3. **The appropriate amount of starter fertilizer is included with the seed so there is no need for an additional fertilizer application at time of planting.**
4. Apply grass seed evenly over area with either a drop or rotary spreader.
5. Follow new lawn "After Planting" Instructions.



Grass Seed Made Smarter

As the weather warms and the snow gives way to the welcome sight of spring, we're reminded of the beauty and importance of a lush, green grass. And planting the right grass seed is the first step. Whether your sights are set on a major grass seeding project or you are simply looking to thicken or fill in areas in your existing lawn, look no further than Stein Gardens & Gifts as we introduce to you our most advanced line of grass seed yet. Complete with all of the features you need to grow that perfect lawn, you will soon realize our grass seed is smarter than most.

Stein® Enhanced Grass Seed is unlike any other. It is the only grass seed encapsulated with both starter fertilizer to accelerate root development and a water retention polymer designed to keep grass seeds hydrated between waterings. The water retention polymer provides additional protection should you miss a watering because the special coating retains water when the soil is moist and automatically releases it when the soil is dry. Plus, Stein® Enhanced Grass Seed is ideal for Wisconsin lawns because it is designed to grow in harsh and unpredictable weather environments. Stein® Enhanced Grass Seed can be planted any time from the end of April through September to take advantage of ideal growing conditions.

Not only is Stein® Enhanced Grass Seed ideal for growing grass, but it is also environmentally friendly because it contains just the right amount of fertilizer so you don't have to worry about excess fertilizer disrupting the surrounding environment.



Stein® also has a wide variety of lawn care products. Go to our website for more information and view our latest specials: www.steing.com/steinlawnseed.