

Primo MAXX cuts the time and cost of golf course management

In brief

Primo MAXX application will reduce the time and money spent on fairway mowing – potentially saving over £4000 a year on fairways alone

Cranfield University studies calculate Primo MAXX use can cut overall golf course CO₂ emissions by 48% and management costs by 14%

Enhanced turf quality gives a better playing surface with less divot damage and faster play

Improved root structure produces healthier turf and keeps courses looking great all summer long



Primo MAXX increases the density of turf, creating a better playing surface. Reducing the hours spent mowing releases time and money for more productive management around the course.

Save time and money with Primo MAXX

LABOUR AVAILABILITY
Up to 20 hours per week

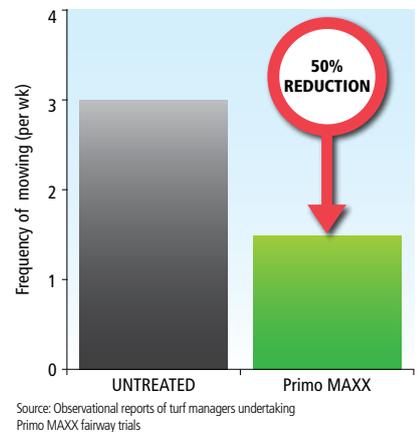
FAIRWAY MOWER COSTS
Down by up to £4250 a year

Input cost rises have dramatically increased mowing costs over the past year – creating even greater cost savings with a Primo MAXX programme.

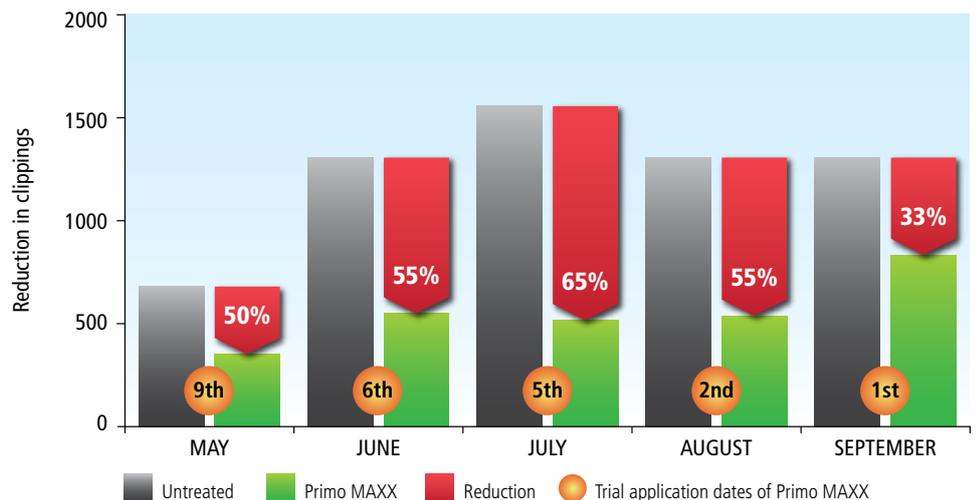
Cutting time spent mowing

Independent user trials with Primo MAXX applications on fairways, conducted by STRI, identified that turf managers could typically reduce the frequency of mowing by 50%, whilst still enhancing playing conditions.

Results were consistent under a range of fairway management regimes, often requiring just one cut per week to maintain high quality fairways. Where mowing remained weekly, the result was improved turf quality and reduced evidence of clippings left on the surface.



Additionally, turf managers and trials have reported the volume of clippings on Primo MAXX treated turf was significantly reduced, typically by around 50% (below).





Trim down fairway mowing costs

Most golf courses typically spend 24 to 40 man hours a week mowing fairways through the growing season. A Primo MAXX programme could release up to 20 hours additional time for essential maintenance to improve greens, tees and work around the course.

Furthermore, with the cost of running a fairway mower calculated by greenkeepers at over £10 an hour, Primo MAXX could save over £4250 a year in lower fuel, maintenance and repair bills – along with the opportunity to cut your carbon footprint with reduced fuel use.

Turf managers always report that Primo MAXX gives greater flexibility to manage the mowing during difficult weather conditions and causes the least inconvenience to players.

Primo cuts the carbon footprint of turf management

A new report from Cranfield University Centre for Sports Turf Technology has identified the potential for huge savings in CO₂ emissions from golf courses by regulating turf growth with Primo MAXX, along with valuable financial savings in the cost of turf maintenance.

	Reduction in CO ₂ emissions	Reduction in cost
Tees	39%	21%
USGA Greens	43%	18%
Push-up Greens	48%	16%
Fairways	44%	19%
Semi-rough	58%	11%
Overall 18-holes – average	48%	14%

Source: Cranfield University Centre for Sports Turf Technology

The Cranfield report stated that: 'for all sports turf scenarios studied the use of Primo MAXX significantly reduced the CO₂ footprint, compared to the standard management programmes. The range of the scale of reduction is closely linked to the reduction in mowing operations required to keep turf maintained.'

The financial savings identified are more closely linked to the presentation of the surface, with greater savings predicted where the relative cost of maintenance is higher, most typically on golf courses.

The report concludes that for a 'typical' 18-hole golf course with USGA greens, the overall estimated CO₂ footprint would be reduced from 3570 kg per year, to 1862 kg – an overall reduction of 48%. At the same time, the cost of maintenance would be reduced from an average £35,800 to £30,600 – a saving of around 14% per year.



Fairways looking good

Primo MAXX increases the density of fairway turf, creating a better playing surface on which balls sit higher and cleaner. The result is a more rewarding experience for players, reduced risk of divot damage and faster play.

The improved drought and stress tolerance of Primo MAXX treated turf ensures fairways stay looking better through the season and recover faster.

Greenkeepers report a cleaner cut when mowing and, since the turf is growing slower, any patterns cut into the fairway stay visible for longer.

The result is:

- Faster mowing
- Reduced volume for composting
- Sharper, cleaner finish
- Less drop off of grass clumps when mowing in wet conditions

The activity of Primo MAXX has been shown to reduce the effects of unsightly summer stalking on fairway turf.

Application recommendation summary

Greens and Tees

 **Primo MAXX** at 0.4–1.6 l/ha

Maintain cutting height at 4–12mm

Fairways and semi-rough

 **Primo MAXX** at 0.8–2.4 l/ha

Maintain cutting height at 10–18mm

For full further details of Primo MAXX application recommendations on tees, greens, fairways and semi-rough areas, along with other sports turf surfaces, visit the web site www.greencast.co.uk