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**BIOSTIMULANT and microorganism activator for quick establishment of new or renovated turf or sod.**

**Guaranteed Analysis:**

Soluble Potash (K<sub>2</sub>O) ..... 1.00%  
 Iron (Fe) ..... 0.36%  
 0.36% Chelated Iron (Fe)  
 Derived from: potassium hydroxide, ferrous sulfate, EDTA (ethylene diamine tetraacetic acid)

**Non-Plant Food Ingredients:**

Manure Extract .....74.30%  
 Humic and fulvic acid extract ..... 9.00%  
 Kelp Extract ..... 1.20%  
 Organo-Modified Siloxane Surfactant ..... 0.36%

**Formulation:**

LAUNCH is a liquid concentrate of manure extract and biostimulants that include cold water kelp extract, humic and fulvic acids. These ingredients are combined with chelated iron and an improved surfactant for superior soil penetration. LAUNCH has been formulated for added benefits when seeding, sprigging or establishing sod. LAUNCH is intended to supplement a complete fertilizer program based on soil test recommendations.

**SHAKE WELL BEFORE USING**

**RECOMMENDATIONS FOR TURFGRASS ESTABLISHMENT:**

Balanced fertilization based upon soil test recommendations is essential for new seedings, sprigging operations, and sod installation. Apply LAUNCH for establishing cool season grasses from seed or warm season grasses from sprigs.

Soil applications of LAUNCH before or at seeding or sprigging are recommended. LAUNCH can be applied over-the-top of newly installed sod.

Irrigation or rainfall (0.25-0.50 inches of water) within 24 hours after planting or sodding operations will enhance the performance of LAUNCH.

Use at least one gallon of water per 1,000 square feet (40 gallons of water per acre) when applying this product.

Refer to Table 1 for recommendations to establish cool season and warm season turfgrass.

**Athletic Field Maintenance**

*Sites such as Football, Soccer and Baseball Fields, Bowling Greens, and Golf Greens.*

Apply LAUNCH at 32 fluid ounces per 1,000 square feet at spring green up. Repeat application every 30 days through the heavy use season and until turf has fully recovered. One or two fall applications of LAUNCH can be beneficial for deep root development.

**Sand Based Field Construction:**

Apply LAUNCH to new sand based greens and sport fields to enhance turf establishment and to encourage microbial activity. LAUNCH should be applied at the time of seeding, sprigging or sodding. A second application is recommended after 2 weeks followed by monthly applications until the soil contains sufficient organic matter to support microbial activity.

**TABLE 1. RECOMMENDATIONS FOR TURFGRASS ESTABLISHMENT**

OPERATIONS	Amount of Launch		REMARKS
	Fl. Ozs./ 1,000 Sq. Ft.	Gallons/ Acre	
New seeding or sprigging	32 Fl. Oz./ 1,000 Sq. Ft.	11 Gals./ Acre	Incorporate nitrogen, phosphorous and potassium according to soil tests. LAUNCH should be placed in close proximity to the germinating seeds or sprigs. A second application is recommended in 14 days.
Hydroseeding	32 Fl. Oz./ 1,000 Sq. Ft.	11 Gals./ Acre	Add LAUNCH to the seed, mulch and fertilizer mix. A second application of LAUNCH is recommended in 14 days.
Sod Installation	32 Fl. Oz./ 1,000 Sq. Ft.	11 Gals./ Acre	LAUNCH should be applied over-the-top of newly installed sod. After application, irrigate with approximately 1/2 inch of water.

**Tank Mix Compatibility:** LAUNCH can be tank mixed with most pesticides and fertilizers and surfactants. **Avoid mixing LAUNCH with strong acidic or alkaline materials. Always check all materials for compatibility before use.**

**LIMITED WARRANTY AND DISCLAIMER**

The manufacturer warrants only that the composition of this product conforms to the guaranteed analysis given on the label, and that the product is reasonably suited for the labeled use when applied according to the directions on the label.

**THE MANUFACTURER NEITHER MAKES NOR INTENDS ANY OTHER EXPRESS OR IMPLIED WARRANTIES, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, WHICH ARE EXPRESSLY DISCLAIMED.** This limited warranty does not extend to the use of the product inconsistent with label instructions, warnings or cautions, or to use of the product under abnormal conditions such as drought, excessive rainfall, tornadoes, hurricanes, etc. These factors are beyond the control of the manufacturer or seller. Any damages arising from a breach of the manufacturer's warranty shall be limited to direct damages, and shall not include indirect or consequential damages such as loss of profits or values, except as otherwise provided by law.

The terms of this Limited Warranty and Disclaimer cannot be varied by any written or verbal statements or agreements. No employee or agent of the seller is authorized to vary or exceed the terms of this Limited Warranty and Disclaimer in any manner.

Information regarding the contents and levels of metals in this product is available at: <http://www.aapfco.org/metals.htm>

LAUNCH® is a registered trademark of PBI/Gordon Corporation.

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Information about the contents of this product may be obtained by writing to:



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