

# Osmocote

## Description:

- A complete balanced fertiliser
- Formulated as a controlled release prill, a time release Lawn fertiliser, and a water soluble fertiliser
- **A. Controlled release prill:-**
- Comes in a range of formulations – Azaleas, Camellias & Rhododendrons,- Garden Beds, - Native Plants,- Pots, Planters & Indoors, -Roses,- Tree, Shrub, & Citrus..
- Comes in 3 sizes – 500gm, 700gm, 1.2kg
- Prill contains nutrient covered in thin semi-permeable resin which breaks down by moisture and soil temperature
- Most nutrients are released in warmer months when the plants are growing.
- **B. Lawn Builder:-**
- Time release particles of Nitrogen, Phosphorous, Potassium
- Releases nutrients as lawn needs them – no burning or surge growth.
- 4 Formulations – Lawn Builder, Lawn Builder with Weedkill, Lawn Builder with Wetting Agent, Lawn Builder Starter & Repair.
- 4 sizes -2.5kg, 4kg, 8kg, 20kg
- **C. Osmocote Water Soluble:-**
- Fast acting, dissolves in water, rapid uptake.
- 2 formulations – Water Soluble, Water Soluble Acid Loving
- Pack sizes -500g, 1kg, 1.5kg

## Uses:

- **A. Controlled Release Prill:-**
- Mix in with soil and potting mix at time of planting
- Use as a top dressing on established plants
- Excellent for use with container plants – safe, won't burn roots
- **B. Lawn Builder:-**
- Apply to soil at sowing time
- Top dress new and existing lawns
- Use to feed and weed existing lawns
- **C. Water Soluble:-**
- Use where a quick response is required – eg. Salad vegetables
- Ideal for container and house plants
- Use acid loving to green up Camellias, Rhododendrons, Azaleas, etc

## Requirements:

- Prills work best in warmer temperatures with regular watering. This applies to both garden and containers grown plants.
- When using Lawn Fertiliser make sure lawns are watered before and after applying.
- Use Water soluble frequently – every 7 – 10 days
- Do not apply to very dry containers – water first, the apply fertiliser later.

## Season of availability:

- All year round.
- Main demand and period of use is spring / summer– September - March

## Suppliers: (List your preferred suppliers here)

<b>Scotts Australia Ltd</b>	

## Merchandising:

- In the fertiliser area or in dump bins in season.
- Multi-faced and vertically blocked

## Point of sale signs:

<p><b>Osmocote</b></p> <ul style="list-style-type: none"> <li>➤ Easy to Use</li> <li>➤ Lasts 3-6 months</li> <li>➤ Economical</li> </ul> <p style="font-size: 2em; color: red;"><b>5.95</b></p>	<p><b>Food for Plants in pots</b></p> <p><b>Osmocote</b></p> <p style="font-size: 2em; color: red;"><b>5.95</b></p>	<p><b>Ideal food For plants in pots</b></p>
		<p><b>Once a year plant food</b></p>

Features	Benefits
Slow controlled release of nutrients	Safe won't burn roots of plants
	No waste from leaching
	Ideally suited to feeding plants in pots
	Ideal for use at planting time
Correct balance of nutrients	No other fertiliser required
Water Soluble	Quick results

## **Link sales products:**

- This product itself is a link sell for most plants.

## **Promotion:**

- Choose the right time – peak planting time or when feeding plants in spring
- Have a significant quantity of stock
- Merchandise it in a very prominent place – ‘hot spot’
- Have at least two A4 signs all double sided on each location.
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## **Advertising Key Points:**

- When advertising (communicating) it is desirable to use an ‘End Use’ as much as possible.
- Ideally the Osmocote promotion should have a deal (Hot Price offer) of some sort, perhaps on one size of one popular variety.
- Keep advertisements clear and simple. Do not use nursery jargon or names and terms customers do not understand.