

# What you need to know about TriCure



Benefit	Highlights	Summary	Support / Research
<b>Treats soil organic matter</b>	<ul style="list-style-type: none"> <li>■ Most soil surfactants not formulated to treat organic matter</li> <li>■ TriCure treats both organic and inorganic components in soil</li> </ul>	<p>Soil surfactants are generally formulated to treat the inorganic components (sand, silt, clay) of a root zone, leaving the organic matter (thatch, peat, and decomposing plant tissue) to become hydrophobic when reaching low moisture levels. TriCure AD is designed to attach and treat both organic and inorganic soil components, enabling effective treatment of all soils regardless of their textural makeup. This is one reason why many users find TriCure works on their soils when others have been ineffective.</p>	Hydrophobic peat pellet videos
<b>Treats all soil depths</b>	<ul style="list-style-type: none"> <li>■ Formula optimized to move moisture both vertically and laterally</li> <li>■ Helps to achieve moisture uniformity</li> </ul>	<p>The terms horizontal wetters and penetrants are frequently used in describing soil wetting agents. Horizontal wetters are designed to hold water at or near the surface of a root zone, making more water available to the plant roots. Penetrants, typically containing nonylphenol ethoxilates or alcohol, tend to move water downward to lower soil levels, but can leave soils too dry. TriCure is designed to help move water multi-directionally to achieve optimum moisture distribution and uniformity throughout the full depth of a root zone.</p>	Chart of surfactant categories
<b>Strength of the active ingredient</b>	<ul style="list-style-type: none"> <li>■ Stronger than competing products</li> <li>■ Effective in the soil longer</li> </ul>	<p>Research at Rutgers University comparing the leading surfactants showed TriCure to be stronger on an ounce per ounce basis than the leading competitive products. This strength makes it effective as both a preventative and curative treatment for hydrophobicity and LDS. It also enables the product to function well even at the end of a spray cycle when the product has degraded in the soil. Most wetting agents get progressively weaker and become ineffective much quicker in the soil than TriCure AD.</p>	Rutgers Research Summaries
<b>Wicking capability</b>	<ul style="list-style-type: none"> <li>■ Ability to pull moisture upward</li> <li>■ Beneficial on slopes and compacted areas</li> </ul>	<p>TriCure AD has shown a unique ability among wetting agents to pull water against the force of gravity, enabling movement into the capillary pores of even very hard to reach areas like slopes and compacted soils. Research at Rutgers University showed TriCure to be superior to other wetting agents in this ability.</p>	Rutgers Research Summary
<b>Rate and use flexibility</b>	<ul style="list-style-type: none"> <li>■ Works at lower rates. Reduces cost per application</li> <li>■ Ability to adjust program for any budget</li> </ul>	<p>TriCure AD was shown in university research to hold its strength when rates were reduced, allowing for greater rate flexibility. Other leading products tested showed rapid decline in efficacy when rates were dropped below label rates. This greatly influences product costs, as in many cases, TriCure AD can be used at lower rates than competitive products.</p>	Rutgers Research Summaries
<b>Non-phytotoxic &amp; effective with fungicides</b>	<ul style="list-style-type: none"> <li>■ Immediate watering-in not necessary</li> <li>■ Improves fairy ring control</li> </ul>	<p>TriCure doesn't contain any of the commonly used active ingredients most surfactants contain that are associated with phytotoxicity. Therefore, it can be applied in the morning and safely watered-in in the evening without risk of burning. Also safe to use with most fungicides and other turf chemicals. Studies conducted at Penn State confirm TriCure AD increases fungicide efficacy better than leading competitive products for fairy ring control.</p>	Penn State Fairy Ring Study
<b>Improves irrigation efficiency</b>	<ul style="list-style-type: none"> <li>■ 50% improvement</li> <li>■ Aids in salt leaching</li> </ul>	<p>Research done at the University of Georgia showed a 50% improvement in irrigation efficiency on hydrophobic plots treated with TriCure AD. Additional studies showed the use of TriCure AD significantly improved leaching of salts from soil profiles.</p>	University of Georgia: Karnok Study
<b>Blends with Terafirm™</b>	<ul style="list-style-type: none"> <li>■ Helps create firmer conditions</li> <li>■ Enables site specific water management programs</li> </ul>	<p>TriCure AD blended with the penetrant, Terafirm, has shown to be a safe and effective combination, giving users a new tool to fine-tune their water management programs. The combination is especially effective in areas that benefit from faster dry down, enabling a quicker return to firm soil conditions after rain or irrigation.</p>	