

Blossoming Benefits

SePRO's plant growth regulators are saving companies time, labor and money.

Time is money. Bridge Landscape maintains hundreds of acres of gardens throughout the Palm Beach market, so it needs all the help it can get when it comes to saving time. Enter SePRO's effective plant growth regulators, which help reduce trimming time during the busiest season of year.

Westin Pedersen, Bridge Landscape's gardening service manager, says the company has seen high levels of success utilizing SePRO's products, including Cutless Shrub and Tree Sculptor, and Cutless QuickStop.

"We saw some very positive signs on large Ficus hedges with Cutless Shrub and Tree Sculptor, which allowed us to not have to focus so much on cutting back or keeping up with trimming the hedges during the summertime," Pedersen says.

Pedersen says that typically, crews only get a few spare weeks of relief after trimming Ficus hedges in the summer. But that time has been extended greatly by using Cutless Shrub and Tree Sculptor.

"We cut (the Ficus) back and when they got two to three inches below the height we wanted them to be at, we applied the Cutless Shrub and Tree Sculptor. And we didn't have to trim them again for five or six months," Pedersen says.

Pedersen says the company has also seen success utilizing the Cutless QuickStop product on plants such as Powderpuff hedges and Plumbago. He admits that it took some time to figure out what plants would best benefit from it, but it was well worth the experimentation.

"The thing we liked is that we learned what plants we could put it on," he says. "There's definitely been positive results."

Pedersen adds that one of the best things about QuickStop is that the liquid formula is far more fast-acting than previous products the company has tried.

"I think Cutless QuickStop is better...it affects the plants better and starts the process of keeping it dwarfed a much quicker," he says.

Having used the products for two seasons, Pedersen says the benefits of SePRO's products is evident. Not only are they boosting profits through their effectiveness, but they're also allowing crews to focus on additional work that needs done in the gardens.

"The cost that it took to put everything down outweighed the cost it would take to keep it maintained over the summer — the rapid growing period," he explains. "It's a cost upfront, but we think the cost outweighs manually maintaining everything all growing season. That's the biggest benefit."

"With the QuickStop it's the same thing — it gave us more time to focus on other things," Pedersen adds. "And it was blooming more than ever before."

Pedersen says that it's those blooms that sell customers on Bridge Landscape's expertise in utilizing the best products.

"The blooms are extraordinary. Homeowners love blooms," Pedersen says.

Pedersen says the blooms were so noteworthy in one Florida garden that the homeowner continued to sing their praises.

"It kept the growth at bay, and it promoted a ton of blooms," he says. "So much so that a homeowner on Palm Beach Island made a couple comments about it. She said, 'I've never seen it look like this before. It's never bloomed this much.'"

And happy customers mean a job well done.

"If the place is full of blooms, you aren't going to have many problems. I'd say that's another big benefit," Pedersen says.



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