

# ENDURANT®

## LIQUID OVERSEED

## Overcome Seed Shortages and Water Challenges with Endurant Liquid Overseed

*Endurant is one of the most popular turf colorants for professionals and home users for it's lasting, natural and nontoxic color.*

### What is Overseed?

Overseed is the practice of overseeding a warm season grass, such as bermudagrass, with a cool season grass, such as perennial rye grass. This is done as temperatures lower and warm season grasses start to turn brown. It requires a lot of work, water and chemicals.

### What is Liquid Overseed?

Liquid Overseed is the alternative to traditional overseed. Endurant turf colorant is often called liquid overseed. It's used instead of seed to achieve the green look without the reductions in playability in golf, water demands, labor costs, fuel usage and labor. It reduces transitional challenges between seasons. Perhaps best of all, this year, it provides a solution to shortages in seed availability, droughts and fertilizer price increases. Endurant is environmentally friendly, made with organic pigments and nontoxic binders.

### What is Hybrid Overseed?

Hybrid overseed is the choice to use a bit of both — traditional overseed and liquid overseed colorants for optimal results.

### Why Liquid Overseed?

Whether choosing to replace overseed completely, as is popular in the Eastern U.S., or use a conjunction of seed and colorant, as is common in the Western U.S., the reason is often for results.

### Benefits of Liquid Overseed:

- Reduces water demand.
- Cuts fuel, seed and labor costs.
- Avoid loss of play time and revenue.
- Improve seasonal transitions.
- Get TV-Ready, tournament-ready turf.
- Increase curb appeal.
- Reduce chemical and fertilizer demands.
- Improves fast and firm playability on golf courses. - Instant and lasting results..



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[TURFPaint.NET](http://TURFPaint.NET)

## Full Liquid Overseed on Dormant Turf Grass

ENDURANT™  
PREMIUM

P+

## Hybrid Overseed: Endurant Plus Light Overseed

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## Cost comparison

### Endurant Liquid Overseed *versus* Traditional Overseed

**Example overseeding costs on 35 acres of fairways.**

**Seed:** 400 lbs/ acre @ \$1.95/ lb. = \$27,300 \*

**Prep & Seed:** 45 hours/ labor @ \$9.50/ hr. = \$427.50

**Fertilizer:** 175 bags/ app. @ \$25/ bag X 3 apps. = \$13,125 \*\*

**Fert. Labor:** 3 people/ 6 hrs. @ \$9.50/ hr X 3 apps. = \$513

**Fert. Fuel:** 15 gal. / app. @ \$3.95/ gal. X 3 apps. = \$177.75

**Mow Labor:** 2 people/ 6 hrs. @ \$9.50/ hr X 30 mows = \$3,420

**Mow Fuel:** 16 gal./ mow @ \$3.95/ gal. X 30 mows = \$1,896

**Total Overseed Cost:** \$46,859.25 or \$1,338.84/ acre \*(NOT INCLUDING THE HIGH WATER COSTS OF OVERSEED)

\*\* **Note:** Fertilizer prices are also expected to increase due to shortages, further increasing overseed costs.

### **Example painting costs using Endurant on 35 acres of fairways.**

**Endurant:** 5 gal. / acre @ \$57 gal. X 2 apps. = \$19,950 Spraying: 1 person, 16 hours @ \$12.50/ hr X 2 apps. = \$400

**Total Endurant Cost:** \$20,350 or \$581.43/ acre

**Total Savings:** \$26,509.25 or \$757.41/ acre (NOT INCLUDING WATER SAVINGS)