

## My New Red Farm Truck

The latest point of sale stand has been designed specifically to showcase the new lawn boxes. Our farmer from Grow Your Own is in the drivers' seat and he will be delivering truckloads of lawn to our biggest retail stores.



## Lawn Seed

Our new lawn packaging is here and it's AWESOME!

The packaging is very informative and the step by step sowing instructions make it very easy for consumers to understand. There is one addition to the range – Kikuyu replaces Play Mix which has been discontinued. In keeping with making the choice an easy one for consumers, we have changed the names of two varieties. Four Seasons is the new name for Evergreen and Winter Green is the new name for 4-Evergreen. The names easily explain the features of these grasses, i.e. Four Seasons can be sown all year, for green grass all year round, and Winter Green must be sown in Autumn and Winter for green grass in winter.

Winter Green should primarily be used to over sow a warm season grass such as Bermuda and Kikuyu.



# STARKE AYRES®



SEEDS OF SUCCESS

## NEW TAG Bait Station

After many years of research and development, Kombat is finally launching their own Ant and Roach Bait Station! This unique product is a two in one for the control of Ants and Roaches, AND it can be used Indoors and Outdoors. Available in two pack sizes, a 2-pack and a value 4-pack offering.

Brand new stands have been developed for off shelf merchandising in addition to shelf strips.

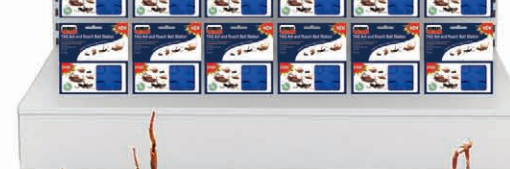


Fipronil (phenyl pyrazole)  
0.6g/kg Reg no. L9780  
ACT 36 OF 1947



## Gondola End Header

Headerboard & Wobbler



CONTROLS AND PROTECTS

## Spring 2017



SEEDS OF SUCCESS



# Dynaroot

New Perspex shelf stands for neater merchandising and great branding.

These stands can also be used for till point merchandising.

Available towards the middle of spring.



Dynaroot No. 1:  
Softwood cuttings.  
Reg No.: L7843 Act 36 of 1947



Dynaroot No. 2:  
Semi-hardwood cuttings.  
Reg No.: L7553 Act 36 of 1947



Dynaroot No. 3:  
Hardwood cuttings.  
Reg No.: L7842 Act 36 of 1947

# Save The Bees



Sticker

Starke Ayres are collaborating with the Southern Bee Keepers Association to highlight the importance of bees to consumers.

All Bee Favourite packets will be stickered with a Save the Bees sticker and a portion of the proceeds of the sales of these packets will be donated to the Southern Bee Keepers Association. In addition colourful Wobblers will be distributed to highlight this initiative on shelf.



Wobbler

SEEDS OF SUCCESS

# Sunflower fun

Grow your own is back, with a new summer theme.

Bright eye-catching point of sale including header boards, category dividers and talkers will ensure that your stands attract attention and stand out from the crowd.



SEEDS OF SUCCESS



# Kombat Insecticide

Cypermethrin Home Garden is a brand new line in the Kombat range comprising a 20g/L formulation suitable for home gardens.

The launch of this product is also in BRAND NEW packaging.

The new packaging is relevant, colourful and informative and will be rolled out across all products. This will boost the Kombat image on shelf attracting new users whilst maintaining existing ones.



Cypermethrin (Pyrethroid) - 20g/L  
Reg No. L8906 ACT 36 OF 1947

# Fertilisers

These gorgeous permanent stands will be placed in our top 50 fertiliser customers' stores to boost sales of granular and liquid fertilisers.



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