



SOUTHLAND
ORGANICS

RETAIL GUIDE

LAWN | LANDSCAPING | TURF



Natural Solutions to Natural Problems

RETAIL PACKAGE OVERVIEW

Southland Organics is flexible in retail package purchasing requirements. Packages can be edited for each retailer's needs. Below is the suggested starting point for your store.

	Genesis	Omega	Revival	FertALive	Torched
Size	Sprayer Quart	Sprayer Quart	Sprayer Quart	Sprayer Quart	Gallon
SKU	TG-SpQ	OMEGA- SpQ	TRAT- SpQ	FERT- SpQ	TOR-G
Cases	1	1	1	1	2
Items per Case	8	8	8	8	4
Price per Unit	\$13	\$12.35	\$13	\$12.35	\$48.10
MSRP	\$20	\$19	\$20	\$19	\$74
Price per Case	\$104	\$98.80	\$104	\$98.80	\$192.40
Margin	35%	35%	35%	35%	35%

Opening buy price: \$790.40

Training for POS includes laminated information sheets about the products and application program as well as custom labels and QR codes for retailers buying in bulk.



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GENESIS

SOIL CONDITIONER FOR LAWNS



- For increasing spring green-up
- All-natural and safe
- Stimulates root growth
- Prepares soil to withstand stress
- Unlocks existing soil nutrients

All-natural humate soil conditioner for lawns to accelerate grass green-up.

Genesis provides all the building blocks you need to establish stronger, greener grass—faster! It uses biologically active organic matter to accelerate green-up and is scientifically proven to increase germination rates, soil quality, plant height and plant mass.

Dimensions:

Sprayer quart: 3" x 5" x 5"

Case (eight sprayer quarts): 7" x 7" x 12"

Pricing Per Unit:

\$20 MSRP | \$13 Dealer Price (35% margin)

Case: \$104

UPC: 853440004264

FOB Bogart, GA

No minimum order quantity

Artwork available upon request.

Contact lzy@SouthlandOrganics.com

OMEGA

SOIL ACTIVATOR

Omega Soil Activator is our amplified formula of humic acid, biologically active carbon and organic acids. The added proprietary blend of beneficial bacteria promotes nutrient uptake, increases plant health and builds grass that is resilient to disease and environmental stress.

- Establishes a balanced soil food web
- Helps lawns thrive through the summer heat
- All-natural and safe



Dimensions:

Sprayer quart: 3" x 5" x 5"

Case (eight sprayer quarts): 7" x 7" x 12"

Pricing Per Unit:

\$19 MSRP | \$12.35 Dealer Price (35% margin)

Case: \$98.80

UPC: 853440004547

FOB Bogart, GA | No minimum order quantity

Artwork available upon request. Contact Izy@SouthlandOrganics.com.



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REVIVAL

LIQUID LAWN AERATOR

- For fall aeration and dethatching
- All-natural and safe
- Decreases soil compaction
- Breaks down excess nutrients
- Sustains green grass longer



Soil recovery solution for reducing compaction and breaking down grass clippings.

Revival is the ultimate liquid lawn aerator and microbial dethatcher that reduces soil compaction, provides core aeration and breaks down grass clippings. Return grass to healthy and lush conditions at the end of the summer season for a full turf revival!

Dimensions:

Sprayer quart: 3" x 5" x 5"

Case (eight sprayer quarts): 7" x 7" x 12"

Pricing Per Unit:

\$20 MSRP | \$13 Dealer Price (35% margin)

Case: \$104

UPC: 853440004370

FOB Bogart, GA

No minimum order quantity

Artwork available upon request.

Contact Izy@SouthlandOrganics.com

FERTALIVE

LIQUID HUMIC ACID FERTILIZER

FertALive is a humic acid fertilizer for professional level lawn care. Based on Chilean nitrate, PSBs, KSBs and liquid carbon, this organic concentrate provides a reliable source of nutrients, enhances conventional fertility programs and helps lawns meet their full quality potential.

- Organic, humic acid based fertilizer
- Improves nutrient uptake
- Enhances conventional fertility programs



Dimensions:

Sprayer quart: 3" x 5" x 5"

Case (six sprayer quarts): 7" x 7" x 12"

Pricing Per Unit:

\$19 MSRP | \$12.35 Dealer Price (35% margin)

Case: \$98.80

UPC: 853440004257

FOB Bogart, GA | No minimum order quantity

Artwork available upon request. Contact Izy@SouthlandOrganics.com.



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TORCHED

ALL-NATURAL WEED KILLER



- FIFRA 25(b) exempt
- All-natural and safe
- Non-selective and highly effective
- Burns plant down to the roots
- No harmful chemicals

All-natural grass
and weed killer safe
for people, pets
and planet!

Torched is a non-selective, all-natural weed killer. It is designed to be a powerful post-emergence natural herbicide to quickly and effectively kill weeds in an environmentally-friendly way. It is safe for use around people and pets and poses no environmental threats.

Dimensions:

Gallon Jug: 3.5" x 12" x 7"

Case (Four gallon jugs): 10" x 10" x 14"

Pricing Per Unit:

\$74 MSRP | \$48.10 Dealer Price (35% margin)

Case: \$192.40

UPC: 853440004677

FOB Bogart, GA

No minimum order quantity

Artwork available upon request.

Contact Izy@SouthlandOrganics.com