



The Experts' Choice

Retail Product Catalogue and User Guide



Certified Organic



Neutrog is granted organic certification by the BFA for specific products, after its methods and processes for manufacturing these particular products are audited to ensure that they comply with the strict standards and guidelines set down by the certifying body.

Certification ensures compliance with national production standards, including low levels of heavy metals and other residues, and allows for trace back of all raw materials to their origins.

Neutrog currently certifies seven products including Rocket Fuel, Seamungus, Rapid Raiser, Bounce Back and Blade Runner, utilising the BFA certification process. The BFA logo is clearly identifiable on all certified product packaging.

All of Neutrog's products are subjected to the same rigorous quality control procedures.

A Quality Product

The raw materials of each Neutrog product undergo a unique composting process and are subjected to steam treatment.

These processes stabilise the nutrients, maximise nutrient availability and ensure the product is free of any parasites, pathogens and weed seeds. Most importantly, the resultant product retains the microbiology necessary to provide a 'living' fertiliser.

The Experts' Choice

The 'Experts' Choice' branding by-line was introduced to reflect the fact that all of Neutrog's fertiliser products are primarily developed and tested within the commercial market prior to being introduced to the home garden market.



High profile local commercial users such as AAMI Stadium, Flemington Racecourse rose garden, the Victorian State Rose Garden, Old Parliament House Gardens and various Botanic Gardens, along with overseas users like Kirstenbosch Botanic Gardens in Cape Town, South Africa, help reinforce this position.

This kind of prestigious use, along with the numerous product endorsements, gives confirmation of 'The Experts' Choice', giving sales staff and home gardeners the confidence to use and recommend Neutrog's products.

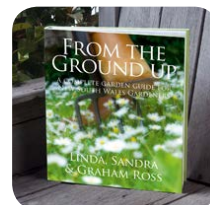
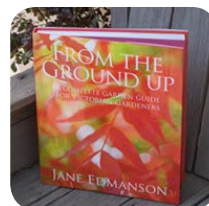
Year Round Support



Neutrog supports retailers in the sale of Neutrog products through advertising and promotion via radio and press advertising, product samples, garden club talks

and newsletters, along with numerous other promotional activities. All of which are tagged with Neutrog's free call number and website address, inviting home gardeners to contact us to locate their nearest stockists of Neutrog products.

From the Ground Up



**SA, VIC
& NSW
BOOKS
OUT NOW!**

From the Ground Up is a concept developed to provide a complete and comprehensive garden guide specific to each state. SA, VIC and NSW books are available now.

Join Neutrog's Pooh Bah Club



To receive regular updates of new products, catalogues, newsletters and sample products, join the Pooh Bah Club. Register your email address at www.neutrog.com.au. Membership is free. Junior Pooh Bahs are very welcome.



Follow us on **facebook** via the link on our website, click the 'like' button and join us for regular updates. All comments, questions, photos and feedback are welcome.



i For further information on Neutrog's product range including brochures, applications, feature garden stories, news, events and more, visit www.neutrog.com.au freecall 1800 65 66 44

Neutrog's Year Round Fertilising Programs

Neutrog's year-round fertilising programs have been specifically developed by experts who rely upon optimum plant growth to earn their living. Each product has been manufactured utilising a unique blend of organic and inorganic materials designed to maximise the performance when applied in each season.

Home gardeners can choose to follow the multi-purpose program, the specialist program or a combination of both, provided only one product application is made in each season.

Like humans, plants thrive on regular feeding throughout the year – happy, healthy plants are also more resistant to pests and disease.

Specialist Products

Each of the products within the specialist fertilising programs have had specific nutrients added to them, particular to the needs of each growing category: Flowering Plants, Non-Flowering Plants, Fruit and Vegetables, Natives and Lawns.



Sudden Impact for Roses & Sudden Impact for Lawns

Flowering plants require a higher potassium to nitrogen ratio for flower production, whereas non-flowering plants (including lawns) require the opposite (a higher nitrogen to potassium ratio) to promote growth.

Sudden Impact for Roses and Sudden Impact for Lawns only differ in that their ratio of nitrogen to potassium has been changed to suit their specific application.

Hence, unlike their names suggest, Sudden Impact for Roses is ideal for all flowering plants (except natives and bare-rooted roses), and Sudden Impact for Lawns is ideal for all non-flowering plants and lawns (except natives).

Seamungus

Seamungus is manufactured by combining the very best of composted raw materials – seaweed, fish, humic acid and manure.

Available in pellet and crumble form.

Whilst it is essentially a soil and plant conditioner, Seamungus contains the full range of essential plant nutrients in a natural form. Retaining up to 70% of its own weight in moisture – significantly increasing the soils ability to hold onto water and nutrients.

Seamungus is ideally suited for establishing new plants (particularly bare-rooted roses) and for use on natives. The crumble form is ideal for lawns, great for use in dry conditions and where more immediate breakdown is required.

It can also be used as a 'plant tonic' to revitalise all your plants throughout the year. Unlike most liquid plant tonics Seamungus only needs to be applied every 6-8 weeks.



Strike Back for Orchids

Strike Back for Orchids combines the 'best of both worlds' – its organic base provides a full range of plant nutrients in a slow release form, whilst the carefully selected water-soluble nutrients have been added to maximise the performance of each application.

Whilst similar in NPK ratio to Sudden Impact for Roses (to enhance flowering), it has added magnesium, iron, manganese, zinc, copper, boron and molybdenum to compliment the existing levels provided by its organic base - all of which are particularly necessary when growing orchids in an inert medium.



GOGO Juice

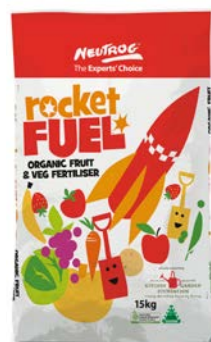
GOGO Juice is teeming with beneficial microbiology and is essentially a pro-biotic for your soil and plants. It provides all the benefits of applying liquid kelp, seaweed and humic acid and also adds the "workers" (beneficial bacteria) to your soil that assist in breaking down the organic matter, maximising the nutrients available to your plants.

GOGO Juice provides your soil and plants with a huge boost of the living microbiology necessary for them to perform at their optimum level, increasing their ability to resist pest and disease and to withstand heat and frost stress.

Suitable for year round application on your whole garden, ideal for lawns, veggies, natives and all potted plants, plus a great kick start for your compost heap.

Rocket Fuel

Rocket Fuel was inspired by Neutrog's ongoing involvement with numerous primary schools and their vegetable gardens throughout Australia.



Neutrog has recently formed a partnership with the Stephanie Alexander Kitchen Garden Foundation, developing this organic fruit and vegetable fertiliser to support their work nationally. Rocket Fuel contains the full range of essential plant nutrients in a natural form, specifically developed for growing healthy organic fruit and vegetables.

Neutrog 100% Organic Range



Rocket Fuel

Ideal for growing healthy organic fruit and vegetables.
Contains the full range of plant nutrients in a natural form.
Apply during growing periods.

Rocket Fuel is proudly supporting the Stephanie Alexander Kitchen Garden Program.



Pellet Form



Seamungus

Manufactured from seaweed, fish, humic acid and manure.
Contains the full range of plant nutrients in a natural form.

Used for revitalising all plants throughout the year (including natives) and is ideal for establishing new plants, particularly bare-rooted roses.

Health tonic for plants.



Pellet Form



Seamungus Crumble

Manufactured from seaweed, fish, humic acid and manure.
Contains the full range of plant nutrients in a natural form.

Ideal for lawns, great for use in dry conditions and where more immediate breakdown is required.

Health tonic for plants.



Crumble Form



Rapid Raiser

4:3:2 – plus the full range of micronutrients in a natural form.

Can be used on all plants.

Spring and autumn application.



Pellet Form



Bounce Back

3:2:2 – plus the full range of micronutrients in a natural form.

Can be used on all plants.

Summer and winter application.



Pellet Form



Blade Runner

3:2:2 – plus the full range of micronutrients in a natural form.

Ideal for lawns. Can be used on all plants.

Summer and winter application.



Crumble Form



GOGO Juice Concentrate

A pro-biotic liquid for your soil and plants.

Contains billions of beneficial bacteria with seaweed, kelp, fish, humic acid and manure.



Liquid Concentrate



GOGO Juice Pre-mix

A pro-biotic liquid for your soil and plants.

Contains billions of beneficial bacteria with seaweed, kelp, fish, humic acid and manure.

Ready to use spray pack with hose end attachment.
Reusable container.



Liquid Pre-Mix

Neutrog Signature Range Organic based, chemically boosted



Sudden Impact for Roses

9:4:12 – plus the full range of micronutrients in a natural form along with boosted levels of Iron and Magnesium.

Ideal for all flowering and fruiting plants
– not just roses.

Pellet Form, Organic Based
Boosted Fertiliser
Endorsements:



Strike Back for Orchids

8:3:10 – plus the full range of micronutrients in a natural form along with boosted levels of magnesium, iron, manganese, zinc, copper, boron and molybdenum.

Ideal for all potted flowering and fruiting plants
– not just orchids.

Pellet Form, Organic Based
Boosted Fertiliser



Sudden Impact for Lawns

12:2:6 – plus the full range of micronutrients in a natural form along with boosted levels of Iron and Magnesium.

Ideal for all non-flowering plants such as ferns, conifers, leafy vegetables and herbs
– not just lawns.

Granular Form
Organic Based
Boosted Fertiliser



Upsurge

8:1:4 – plus the full range of micronutrients in a natural form.

Ideal for lawns.

Crumble Form
Organic Based
Boosted Fertiliser

Neutrog Soil Conditioners

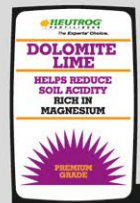


Cock'n'Bull

A combination of composted poultry manure and cow manure.

Provides the full range of plant nutrients in relatively low levels.
A good source of organic matter.

Fine Form



Dolomite Lime

Reduces soil acidity.
Excellent source of Magnesium.

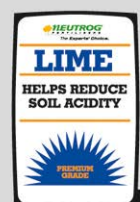
Fine Form



Meatworks - Blood & Bone

5:5:0 - plus a range of nutrients in a natural form. Manufactured from Meat and Bone Meal.

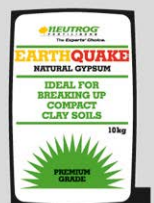
Fine Form



Lime

Reduces soil acidity.

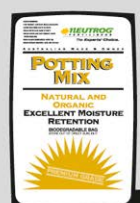
Fine Form



Earthquake - Gypsum

High natural source of Calcium and Sulphur. Helps improve soil structure and drainage in clay soils.

Fine Form



Potting Mix

Good moisture retention.

Excellent base potting mix
– add nutrients as required.

Neutrog's Year Round Fertilising Programs

Multi-purpose Fertilising Programs

All Garden Plants

spring summer autumn winter



Suitable for all flowering and non-flowering plants, natives and acid-loving plants.

Lawns

spring summer autumn winter



Suitable for all lawn types including tall fescue, ryegrass, bluegrass, couch, kikuyu and buffalo.

Specialist Fertilising Programs

For optimum performance, plants require regular feeding – Neutrog recommends doing so at least once in each of the four seasons throughout the year.

Roses & all flowering & fruiting plants

spring summer autumn winter



Ideal for all flowering plants including trees, shrubs, perennials, groundcovers and annuals, and productive flowering plants such as fruit trees, vines, vegetables and herbs.

Natives

spring summer autumn winter



Ideal for all native plants including banksias, bottlebrush, Correa, eucalyptus, grevilleas, lemon myrtle, melaleucas, prostantheras, waratahs and wattles.

Orchids & potted flowering plants

spring summer autumn winter



Ideal for all potted flowering and fruiting plants ...not just orchids.

Lawns and non-flowering plants

spring summer autumn winter



Ideal for all lawn types including tall fescue, ryegrass, bluegrass, couch, kikuyu and buffalo and all non-flowering plants such as palms, ferns and conifers.

Fruit & vegetables

spring summer autumn winter



Ideal for all vegetable patches, apply every 6 weeks during the growing period. Also suitable for fruit trees and general garden plants.

Pro-biotic for your soil & plants

september
october
november december
january
february march
april
may june
july
august



Ideal for your whole garden. For optimum results apply GOGO Juice to your soil each month. Can be used with all Neutrog's Year Round Fertilising Programs.



Planting

Neutrog recommends Rapid Raiser or Seamungus in all planting situations.

NEUTROGTM
The Experts' Choice

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