

**MADE IN USA**  
Swedish Formula

— INFORMATION —  
**Dealers & Distributors**



# Plantskydd®

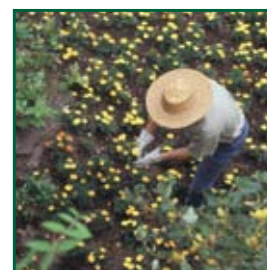
**REPELLENT**

**DEER • RABBITS • ELK**



**PROVEN EFFECTIVE  
FOR UP TO 6 MONTHS**

*Longest lasting, year round protection  
for your garden & landscape*



- DISTRIBUTOR SUPPORT
- MERCHANDISING AIDS
- DEALER LOCATOR
- 1-800 SERVICE
- WWW PROMOTIONS
- ADVERTISING & PR
- ORDERING INFORMATION
- SHIPPING INFORMATION
- PRODUCT HISTORY

**FORESTRY • PROFESSIONAL GROWERS • GARDENERS**

# Dealer and Distributor Support

## In the News!

*Plantskydd* is widely talked about in the media throughout the year, with product mentions by some of green media's biggest radio and TV personalities, like ABC TV's *Rebecca Kolls Garden Show*™.



- PR Communication with key members of the Garden Writers Association of America.
- Free sample door-prize promotions for Master Gardener events.
- Conferences, Industry Trade Shows, and Garden Club Event participation.

## Multi-market Advertising

*Plantskydd* repellent is promoted extensively in consumer and trade publications.

### LAWN, GARDEN & CONSERVATION

- Horticulture
- Fine Gardening
- Garden Design
- Organic Gardening
- Gardening How-To
- Land and Water
- American Forests
- Conservation Voices
- Pond and Garden



### FORESTRY

- Forestry—The Source
- Michigan Forests
- Trail Blazer
- Tree Farmer
- Ohio Woodlands
- Western Forester
- California Forests
- Northwest Woodlands
- Forest Landowners, CA
- Christmas Tree Magazine
- American Christmas Tree Journal
- Silviculture Canada



### PROFESSIONAL GROWER

- American Nurseryman
- Nursery Retailer
- Nursery News
- Nursery Management Pro
- Landscape Management
- Lawn & Landscape



## Customer Service



1-800-252-6051

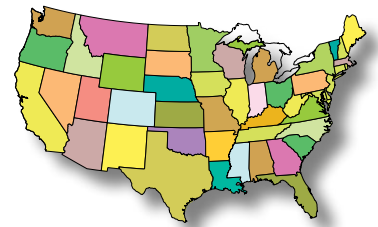
TOLL FREE 1-800 number service, available throughout North America, is found on all *Plantskydd* packaging and collateral materials. This gives your customers and your staff easy, direct access to our knowledgeable Customer Service Representatives, who can answer any questions regarding the use of *Plantskydd* repellent. This service leads to high levels of customer satisfaction and repeat business for you!

## Internet Dealer Support

- *Dealer Locator* listing of your store
- Downloadable graphics & product information
- Efficacy test results & user testimonials
- MSDS—Material Safety Data in english & spanish
- Application instructions in english & spanish

## Dealer Locator Map

Our internet website Dealer Locator Map will direct *Plantskydd* customers in your area to your store!



[www.plantskydd.com/retail.html](http://www.plantskydd.com/retail.html)

## Internet Promotion

- Our internet website, and Search Engine *sponsored listings* promote and advertise your store 24/7.
- Gardeners, landscapers and professional growers increasingly use the internet to search for products to help them solve their plant protection problems.
- *Plantskydd* repellent continually ranks high (first page) on internet searches for: deer, rabbit, elk, moose and animal repellents.
- [www.plantskydd.com](http://www.plantskydd.com) is included in the World Wide Web Directory, with all major Search Engines, and as a *sponsored listing* with [Google®](#) and [Yahoo!®](#)

To view our success in keeping this remarkably effective animal repellent front and center in the news, and in moving customers to our dealers, visit:

[www.plantskydd.com/media.html](http://www.plantskydd.com/media.html)



# Plantskydd®

**REPELLENT**

**DEER • RABBITS • ELK**



**Effective** for deer, rabbits, elk, moose and other herbivores. Proven protection for up to 6 months on dormant plants and 3 to 4 months during the active growing season.

**Economical** lasts twice as long as other repellents, reducing application frequency and cost.

**All season** protection for annuals, shrubs, perennials, fruit trees, conifer and deciduous trees.

### Does Not Wash Off!

Rainfast in 24 hours. #1 over-winter repellent!

### Odor-based Repellent.

Animals avoid plants before they bite—not after!  
Not offensive to applicators.



*Safe for use in protecting fruit, vegetables and other food products against browse damage.*

### 100% natural—EPA Section 25(b) exempt

Plantskydd® is exempt from federal Environmental Protection Agency pesticide registration. Plantskydd contains no synthetic additives, is non-toxic and is not harmful to animals, plants or the environment. Active Ingredient—dried blood (porcine and/or bovine).



Plantskydd® powder concentrate is listed by the Organic Materials Review Institute for use in production of organic food and fibre (trw-9589).

### Why does Plantskydd work so well?

- *Plantskydd* works by emitting an odor that animals associate with predator activity, repelling the animal before it nibbles on plants. The odor is not unpleasant to the applicator. Research has proven this is more effective than other repellent systems—where the animal needs to taste treated plants before being repelled.
- *Plantskydd* stimulates a fear-based response which will have animals looking for somewhere else to dine.
- *Plantskydd's* long-term effectiveness is attributable to the tenacity of its 100% natural, vegetable oil binder in sticking to plants, even under severe snow/rainfall conditions—up to 6 months over winter, 3-4 months in summer.

### Which repellents actually work?

*“...Studies investigating trends in efficacy of deer repellents indicate that, of the 20 products tested, repellents with active ingredients that emitted sulfurous odors i.e.: bloodmeal or egg solids, generally provided the best results...”*

*“...Products that contained active ingredients which cause pain/irritation (capsaicin, allyl isothiocyanate), or illness (thiram) were less effective...”*

*“...Products that use a bitter taste (denatonium benzoate) were usually the least effective in reducing damage by herbivores. Repellents that were applied to plant surfaces were generally more effective than capsules or other devices that produced an odor intended to protect a specific area.”*

*Advances and Challenges in Forest Regeneration (2000)  
Dr. Dale Nolte, Dr. Kim Wagner, USDA / APHIS  
National Wildlife Research Center, Olympia, WA*

### The Plantskydd Story

*Plantskydd* was first developed in Sweden in 1991 in response to commercial forest plantations being decimated by deer, moose and rabbits. The forest industry needed an animal repellent that could last through severe winter weather and also meet Sweden's strict environmental laws.

*Plantskydd's* effectiveness as a long lasting animal browse repellent was substantiated in Field Trials (1991-1994) and the results were published in *The Scandinavian Journal of Forest Research*.

*J. Berquist & G. Olander,  
Swedish University of Agricultural Sciences  
ASA Forest Research Station, 1996.*

In the United States and Canada, operational use by large industry Co-operators since 1994 has confirmed *Plantskydd's* effectiveness in protecting tree seedlings from damage by deer, rabbits, elk and moose. It is equally effective on conifers, broadleaf plants and ornamental shrubs.



# ORDERING INFORMATION



| Product Description  | SKU   | Units /Case | Case Weight | Unit UPC Code   | Case UPC Code   |
|--|-------|-------------|-------------|-----------------|-----------------|
| 1 qt. / 1 litre — Case of 10<br><b>Ready-To-Use Spray Bottle</b><br>treats approx. 100 plants 1 ft. high | PS-1L | 10          | 27 lbs      | 8-18250-00002-8 | 8-18250-00006-6 |



|   |       |   |        |                 |                 |
|---|-------|---|--------|-----------------|-----------------|
| 1.3 gal. / 5 litre — Case of 3<br><b>Ready-To-Use Jug</b><br>treats 400 - 600 plants 1 ft. high | PS-5L | 3 | 35 lbs | 8-18250-00003-5 | 8-18250-00007-3 |
|---|-------|---|--------|-----------------|-----------------|



|  |        |    |        |                 |                 |
|--|--------|----|--------|-----------------|-----------------|
| 1 lb / 454 g — Case of 12<br><b>Soluble Powder Concentrate</b><br>makes ± 1 gal.—treats 200 - 300 plants | PSP-R1 | 12 | 16 lbs | 8-18250-00008-0 | 8-18250-00009-7 |
|--|--------|----|--------|-----------------|-----------------|



|  |        |    |        |                 |                 |
|--|--------|----|--------|-----------------|-----------------|
| 2.2 lbs / 1 kg—Case of 10<br><b>Soluble Powder Concentrate</b><br>makes ± 2.2 gal.—treats 440 - 660 plants | PSP-R2 | 10 | 25 lbs | 8-18250-00001-1 | 8-18250-00004-2 |
|--|--------|----|--------|-----------------|-----------------|



|  |         |   |        |                 |     |
|--|---------|---|--------|-----------------|-----|
| <b>BULK 22 lbs / 10 kg</b><br><b>Soluble Powder Concentrate</b><br>makes ± 22 gal.—treats 4400 - 6600 plants<br>(10 metered doses—not for individual resale) | PSP-B22 | 1 | 25 lbs | 8-18250-00005-9 | n/a |
|--|---------|---|--------|-----------------|-----|

## Canadian Products



|   |        |    |        |                 |                 |
|---|--------|----|--------|-----------------|-----------------|
| 1 litre / 1 qt. — Case of 10<br><b>Ready-To-Use Spray Bottle</b><br>— <i>Domestic</i> — PCP # 27413<br>treats 100 plants 1 ft. high | PSC-1L | 10 | 27 lbs | 8-18250-00002-8 | 8-18250-00006-6 |
|---|--------|----|--------|-----------------|-----------------|



|   |         |    |        |                 |                 |
|---|---------|----|--------|-----------------|-----------------|
| 454 g / 1 lb — Case of 12<br><b>Soluble Powder Concentrate</b><br>— <i>Domestic</i> — PCP # 27657<br>makes ± 1 gal.—treats 200 - 300 plants | PSPC-R1 | 12 | 16 lbs | 8-18250-00008-0 | 8-18250-00009-7 |
|---|---------|----|--------|-----------------|-----------------|



|   |         |    |        |                 |                 |
|---|---------|----|--------|-----------------|-----------------|
| 1 kg / 2.2 lbs — Case of 10<br><b>Soluble Powder Concentrate</b><br>— <i>Commercial</i> — PCP # 27411<br>makes ± 2.2 gal.—treats 440 - 660 plants | PSPC-R2 | 10 | 25 lbs | 8-18250-00001-1 | 8-18250-00004-2 |
|---|---------|----|--------|-----------------|-----------------|



|   |          |   |        |                 |     |
|---|----------|---|--------|-----------------|-----|
| <b>BULK 10 kg / 22 lbs</b><br><b>Soluble Powder Concentrate</b><br>— <i>Commercial</i> — PCP # 27411<br>makes ± 22 gal.—treats 4400 - 6600 plants | PSPC-B22 | 1 | 25 lbs | 8-18250-00005-9 | n/a |
|---|----------|---|--------|-----------------|-----|

| SHIPPING INFORMATION |          |               |             |              |               |
|----------------------|----------|---------------|-------------|--------------|---------------|
| SKU# USA             | SKU# CAN | Pallet Layers | Cases/Layer | Units/Pallet | Pallet Weight |
| PS-1L                | PSC-1L   | 4             | 16          | 640          | 1728 lbs      |
| PS-5L                | n/a      | 4             | 12          | 144          | 1680 lbs      |
| PSP-R1               | PSPC-R1  | 5             | 10          | 600          | 800 lbs       |
| PSP-R2               | PSPC-R2  | 5             | 6           | 300          | 750 lbs       |
| PSP-B22              | PSPC-B22 | 4             | 10          | 40           | 1000 lbs      |

Swedish  
Formula  
Made in  
the USA



**Plantskydd®**  
**REPELLENT**  
DEER • RABBITS • ELK

Need help ordering? — Call us Toll Free 1-800-252-6051

# Free! P.O.P. Merchandising Aids



**Hang/Shelf Signs**  
Full-color 8.5" x 14"  
for either hanging or  
T-bar display.



**Consumer  
FAQ brochures**  
Full-color, 4" x 9"  
Answers the most  
Frequently Asked  
Questions.



**Counter Top Literature Displays**  
6" x 12", holds 50 FAQ brochures.



**Shelf Talkers**  
Brings life to static  
shelf displays.

**Cardboard Displays**  
Free-standing display with  
full-color graphic head.  
*Minimum order volumes required to qualify.*

## Customized Promo Mailers

Call 1-800-252-6051 for your:

1/3 page mailer—we print with your logo.  
Slip it in with your regular mailings.

## Downloadable

**Graphics and Product Information**  
[www.plantskydd.com/support.html](http://www.plantskydd.com/support.html)

Visit our internet dealer support center for  
*fast, convenient, downloadable*  
**Graphics and Product Information.**

- Product Ad Slicks - print ready, just add your logo
- High and low-res photography and logos for your promotional needs
- Dealer's Manual (in .pdf format)
- PowerPoint Presentation (Plantskydd highlights)
- Dilution Rates (for agricultural use)
- Material Safety Data Sheet (MSDS)
- Frequently Asked Questions brochure (.pdf)
- and more ....

Plantskydd, Swedish for  
'Plant Protection'



Animals  
avoid plants  
before they bite  
—not after!



# Plantskydd®

## REPELLENT

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### Dealer Testimonials

*I cannot keep it on the shelf fast enough. Everybody loves it.*

Sharon Parker, SW Conservation District, Jackson County, MI

*After 3 years, we've had hundreds of accounts tell us nothing works as well or as long as Plantskydd.*

Joel Klessens, Wholesale Division, Alaska Garden & Pet

*Earl May's natural repellents are seeing strong growth, especially in all our natural alternative pesticides and repellents. Products with the most growth this year include neem oil, fox urine granules and blood-based repellents (Plantskydd®). Customers like to feel they are being more responsible in what they put in the environment and they are concerned about safety for kids and pets.*

Darrell Ross, Director of Merchandising,  
Earl May Seed & Nursery (51 Stores in U.S.A.)  
Merchandising Management Magazine, p.26, Oct. 2004.

*Everyone that we've sold it to has been very happy with it. Women with their gardens, Ponderosa Pine users too.*

Susan Christiansen  
Burke County SWCD, ND

*We were the first Conservation District to sell Plantskydd five years ago. People simply say it works and they keep coming back for more.*

Sally Ertel  
Bay County SWCD, MI

*This all-natural, 100% environmentally safe spray is simply the best I've ever found—and I've tried them all. ....You will love spraying just once every few months instead of after every rainfall—this makes Plantskydd far more economical than most animal repellents. The real advantage, though, is simple. Plantskydd WORKS!*

Karen Park Jennings, owner  
Park's Seed Company,  
Greenwood, SC

*Plantskydd makes an excellent repellent. It really does work. We've never advertised and have tons of repeat sales.*

Dale Olson  
Sawyer County Soil and Water Conservation District, WI

**Independent test results prove Plantskydd out-lasts and out-performs all other repellents.**

Plantskydd is now used by foresters, landscapers, nurseries, row crop growers and home gardeners.

For independent test results and more testimonials, visit:

[www.plantskydd.com/testimonials.html](http://www.plantskydd.com/testimonials.html)

#### Tree World — USA

1421 S. 11th Street,  
St. Joseph, MO,  
64503 USA

#### Tree World — Canada

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Sechelt, British Columbia  
V0N 3A1 Canada

tel. (604) 885-3535 | fax (604) 885-3522

**toll-free 1-800-252-6051**

info@treeworld.com

[www.plantskydd.com](http://www.plantskydd.com)

[www.treeworld.com](http://www.treeworld.com)



**Non-toxic • Not harmful to animals or the environment**