



Product Knowledge Training

Retailers & distributors



Est. 1988

TREE WORLD®

Plant Care Products Inc.



What's inside...

- About *Plantskydd*
- Myth busting
- Animal damage ID guide
- Formulations & application tips
- Common customer issues
- In the marketplace
- Summary
- Company contact information



About Plantskydd

Discover: What is it, why it's different, how it works, key selling points

Did you know?

Plantskydd Animal Repellent is...

- Pronounced *Plant-Skid* and is Swedish for '*plant protection*'
- #1 choice of professional growers, foresters & landscapers
- 100% natural and safe for humans, animals & plants
- Tried, tested and true since 1992



What is Plantskydd?

- A premium, **odor based animal repellent** designed to prevent animal damage to plants and trees
- Made from **porcine red blood cells**, vegetable oil and water
- Originally developed in **Sweden** for **6 month over-winter protection** of forestry plantations
- Effective against damage from **deer, elk, moose, rabbits, voles, squirrels & chipmunks**



How is it different?

- **Longest lasting** repellent
- Does **not require re-application** after rainfall or irrigation
- OMRI Listed '**organic**' in the USA
- **Fertilizes** as it protects (12-Nitrogen)



Why is it so effective?

- *Plantskydd* works by:
 - Emitting an odor that animals associate with predator activity
 - Stimulating a fear-based response which results in animals looking elsewhere to dine
- Research has proven odor based repellents are more effective than other repellent systems
- And it's sticky, so lasts through rain, watering and snow

Animals avoid plants **before they bite – not after!*



Key selling points

- **#1 Choice of professional** growers, landscapers & foresters
- **Proven** efficacy since 1992
- **Longest lasting repellent** — 6 months over-winter
- **Rain-resistant** — no need to reapply after rainfall or irrigation
- **Organic** — 1st OMRI listed animal repellent
- **Built in fertilizer** (12 N) – bigger, healthier plants
- **3 Formulations** for maximum efficacy, convenience and value
- **100% Money-back guarantee!**





Myth busting!

Discover: How to address the top three common myths about animal repellents

Myth busting #1

“Deer repellents don’t work!”



Since 1992, *Plantskydd* has been the most trusted animal repellent by professional growers. Originally developed in Sweden to protect its vast tree plantations from browsing by deer, rabbits and moose—while also adhering to the country’s strict environmental laws.

Now made in the USA, it is equally effective protecting ornamentals, shrubs, trees and field crops.

We’re still here because it works!





Myth busting # 2

“You have to apply after rain or watering!”

Unlike other repellents that quickly lose their effectiveness after irrigating or rainfall, ***Plantskydd*** is rain and snow resistant. It does not require immediate re-application, making it the **#1 choice of professional growers, foresters, and landscapers.**

Customers enjoy peace of mind come rain or shine.





Myth busting # 3

“You have to rotate repellents for them to be effective!”

Companies like *Terminal Forest Products Ltd.* have used *Plantskydd* as part of their reforestation tree seedling protection program **for over 12 years.**

The truth is, it works year after year.

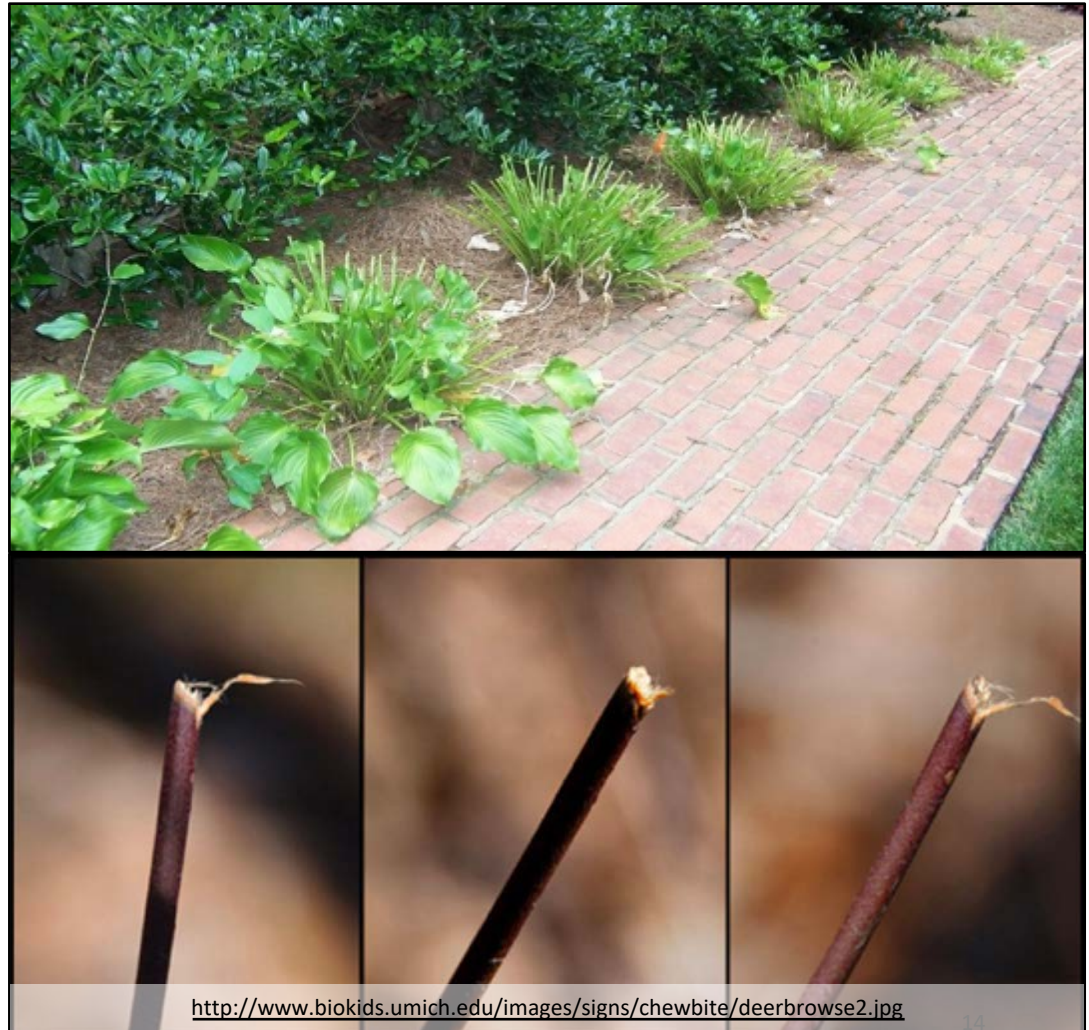


Animal damage identification guide

Discover: How to ID animal damage including: deer, buck rub, rabbits, voles and squirrels

Deer damage

- Deer don't have upper incisors so they must jerk or tear plants when feeding.
- Deer **leave a jagged or torn surface on leaves and stems.**



Deer damage

- Deer can damage a whole hedge overnight.
- A telltale sign of deer presence is **arborvitaes that look like lollipops** after winter from deer browsing.
- It can happen to hollies, yews, rhododendrons and other plants.



Deer damage : pecan trees



Before treatment



After treatment

Buck rub damage

- Male deer (bucks) rub their antlers on trees to remove velvet.
- Characterized by **vertical scrapes and shredded bark on trees.**
- Depending on how severe the scrapes are, the tree will lack the ability to carry water and nutrients to its leaves, and will likely die.



Photo: Joseph O'Brien, USDA Forest Service, Bugwood.org.

Rabbit damage

- Rabbits tend to browse at night and are voracious eaters.
- With their sharp teeth they leave behind **clean, 45-degree angled cuts on leaves and stems.**
- Mostly consume grasses but are very fond of flowers and garden fare such as lettuce, beans and peas.
- Another sign of rabbits in the area are their pea-sized pellets.



Rabbit damage

- Rabbits can **girdle the bottom of trees** similar to meadow voles.
- Rabbits can also damage with their urine by creating **brown spots in lawns**.
- In the winter, rabbit diet changes as they forage on top of snow for twigs, bark and buds.



Vole damage

- You can often see vole activity by their **surface trails that are littered with droppings and grass cuttings** about 1 to 2 inches in size.
- The results leave **scars of runways across your lawn**, ruining its appearance.
- In the spring, voles will **devour young plants and dig up seeds and bulbs**.



Vole damage

- During the winter voles **girdle the trunks of trees** at or above ground level leaving irregular gnaw marks.
- Voles are also known to kill trees by damaging their underground roots making the **roots appear as though they're sharpened into a point.**



Squirrel damage

- Damage can be identified by the **holes** they dig when retrieving bulbs, **uprooting plants** and the removal of bark particularly on maple, oak and other hardwood species.
- Squirrels enjoy a wide range of **ornamental plants, bark, vegetables, nuts and fruits.**



Formulations & applications

Discover: Our best selling SKUs, how to get desired results in every season, commercial applications

Ready-To-Use Liquid

PS-1L — 1 qt spray bottle

- Customers love the convenience
- Shake well prior to use
- Keep original cap, rinse sprayer after use and recap bottle
- #1 selling SKU



PS-5L — 1.3 gal jug

- Ideal for large & commercial applications
- Protects approximately 2,500 square feet.



Powder Concentrate

- Ideal for customers looking for the best value
- Mix your own.
- Stores for 5+ years in a cool, dry place.

PSP-R1 — 1 lb

PSP-R2 — 2.2 lb

- Makes 4+ quarts of liquid
- Makes 10+ quarts of liquid



Liquid: For best results...

- Spray directly onto plant material.
- Apply to **dry plants**; allow 24 hours to dry.
- During periods of **rapid growth**, apply more frequently (every 2 to 4 weeks).
- Reddish-brown **colour dissipates** within 2 to 3 days.
- Apply when temperatures are **above freezing**.



Granular

- Convenient! No mess. Sprinkles on.
- Best suited for smaller critters such as rabbits, voles, squirrels and chipmunks.
- Stores for 5+ years in a cool, dry place.

G1 — 1 lb



VRD-3 — 3.5 lb



VRD-8 — 8 lb



Granular: Best results...

- Ideal for **low-lying vegetation** and **border** applications.
- Provides over-winter **bulb protection**.
- To **activate** granules, lightly water the area where granules have been applied.



Bulb protection

- Spray **bulbs** liberally.
- Allow to **dry** before planting.
- Sprinkle **granular** into **hole** and on soil surface.
- Spray the **soil surface** after planting.



Overwinter protection

- Spray liberally onto plants, trees and shrubs until wet, but not dripping.
- Allow 24 hours to dry.
- Apply to dry trees, shrubs and plants.
- Apply when temperatures are above freezing.

For buck rub:

- Spray a heavy application (until dripping) — directly onto bark or tree stem.



Commercial applications

- **Nursery owners** can add value to their plant offering by spraying them with *Plantskydd* plant protection.
- *Plantskydd* is a great choice for **landscapers** with customers needing plant protection.
- *Plantskydd* has been the #1 repellent in the **forestry sector** for 25+ years.
- **Farmers** are using *Plantskydd* on thousands of acres of crops.



Commercial testimonial



MATT MCCLELLAN



Managing editor
Matt is the managing
editor of Nursery
Management and
Garden Center
magazines.

*"Skip and his crew tried everything from [deer] damage hunting permits to five other types of spray deterrents but found **nothing that works as well as Plantskydd.**"*

<https://www.nurserymag.com/article/the-dangers-of-deer/>



Customer issues

Discover: how to address customer concerns

Clogging bottles?

Why it happens?

- Plantskydd is **naturally sticky** – it's why it lasts so long!
- If left unused for too long, the product can sometimes settle to the bottom and create a paste, which won't spray.

What do to?

- Remove sprayer after every use and flush with warm water to prevent clogging; replace with original cap.
- Shake thoroughly.
- Use within 3 months of opening.
- If there's still product at the bottom of bottle, add warm water and let sit overnight. Pour onto garden and base of trees – it'll fertilize your plants.



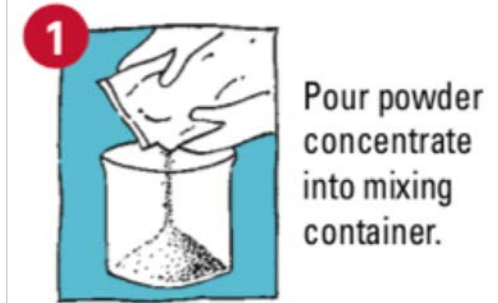
Foaming during mixing?

Why it happens?

- *Plantskydd's* active ingredient is almost **pure protein**.
- What happens when you shake a glass of chocolate milk? It foams! But we're not looking for a milk mustache, are we?

What do to?

- Follow instructions on package
- Strain mixture ever time!



Customers can call our team
to get the answers they need
1-800-252-6051

In the marketplace

Discover: Market acceptance, product guarantee, POP material, online resources

Market acceptance



- *Plantskydd* is sold by thousands of independent retailers in North America
- Not sold in Big Box Stores

**BIG
BOXES**

**100%
INDEPENDENT**

Product guarantee

- *Tree World Plant Care Products* offers a 100% money-back guarantee!
- *Plantskydd* guarantee statement can be found online.
- Refunds are processed by *Tree World Plant Care Products*.



POP Material



FAQ Brochures



Product Display Rack



11" x 7" Sign



FAQ Brochure



PLANTSKYDD — SWEDISH FOR
'PLANT PROTECTION'

MADE IN USA — SWEDISH FORMULA

Why is Plantskydd Repellent the #1 Choice of Professional Growers ?

- **PROVEN** by independent research to out-last and out-perform all other repellents—up to 6 months over winter! View over 50 field tests: plantskydd.com
- **EFFECTIVE** against: deer, rabbits, voles, elk, moose, chipmunks, and squirrels.
- **RAIN-RESISTANT**—no need to re-apply after every rainfall. Lasts up to 6 months over winter.
- **SAFE** for use in vegetable gardens, on fruit trees and food crops.
- **ORGANIC**—first animal repellent OMRI Listed by the Organic Materials Review Institute for food production.
- **3 FORMULATIONS** for maximum effectiveness and user convenience.
- **BONUS**—built in fertilizer results in bigger, healthier plants!



For **DEALER LOCATOR**, testimonials, FAQs and field trial results, visit:
plantskydd.com
Email: info@treeworld.com
Call Toll Free: 1-800-252-6051



*#1 Choice of Professional
Growers, Foresters & Landscapers*



100% NATURAL



Granular | Powder Concentrate | Liquid

Safe for People, Pets & Plants

- Answers frequently asked questions.
- Key selling points located on back page.
- FAQ brochures shipped with all retailer orders.

FAQ Brochure



Plantskydd Repels

MOST TESTED — MOST EFFECTIVE — LONGEST LASTING

Frequently Asked Questions

SAFE FOR PEOPLE, PETS & THE ENVIRONMENT

Plantskydd
Safe &
Effective



Deer



Rabbits



Chipmunks



Squirrels



Opossum



Elk



Moose

Is Plantskydd safe to use?

Yes! Plantskydd is made in the U.S.A. Pronounced *plant-skydd*, it contains no synthetic additives, is non-toxic, and is not harmful to animals or the environment.

Plantskydd is Swedish for 'plant-protection', where it was first developed to protect its vast tree plantations from browsing by deer, rabbits and moose—while also adhering to its strict environmental laws. It is equally effective protecting ornamentals, shrubs, trees, and food crops—and safe for pollinators too!

What is Plantskydd?

Made from (porcine or bovine) dried blood, vegetable oil, and water. An EPA exempted, minimum risk pesticide, and is exempt from Federal Insecticide, Fungicide, and Rodenticide Act requirements, specifically under Section 25(b).

The EPA has determined... the use of these pesticides poses insignificant risks to human health or the environment. The agency... is responding to society's increasing demand for more natural and benign methods of pest control.

OMRI listed ORGANIC

Plantskydd—the first animal repellent OMRI Listed by the Organic Materials Review Institute as suitable for use in the production of organic food and is USDA approved for organic gardening.

BONUS! — Fertilizing Effect

Plantskydd's active ingredient has long been recognized as an organic (12N) fertilizer.

"All plants tested that were treated with Plantskydd were larger, had more flowers and generally had greener leaves. This response is typical of the response created by an increased level of fertilization."

—E. Jay Holcomb, Professor of Floriculture, Penn State University

How is Plantskydd different from other repellents?

Unlike other repellents that quickly lose their effectiveness after irrigating or rainfall, Plantskydd is rain and snow resistant. It does not require immediate re-application and is now the #1 animal repellent choice of professional growers, foresters, and landscapers.

Can I use Plantskydd on my vegetable garden?

Yes! Plantskydd is safe for use in protecting vegetables, legumes, fruit and other food crops from animal browse damage. Don't spray edible parts of fruits and vegetables.

How can I protect fruit trees?

Whips—if you're planting fruit tree whips, dip them in Plantskydd solution before planting, or coat the stems/trunk using a paint brush. Then spray trees when leaves have formed. Mature trees—treat prior to bud-break, or 2-3 weeks after. Avoid spraying while buds are forming. Treatment over foliage is enough to deter browsing herbivores.

What Plantskydd formula is best for me?

Deer, Moose, Elk—use Liquid or Soluble Powder Concentrate Plantskydd
Rabbits, Voles, Chipmunk, Squirrels—use Granular Plantskydd

Soluble Powder Concentrate (mix-your-own)

- 1 lb—protects over 400 plants 1 ft high (makes 4 qts)
- 2.2 lb—protects over 900 plants 1 ft high (makes 10 qts)
- Bulk 22 lb—protects over 9000 plants 1 ft high (ideal for agriculture, golf courses, and large estate landscapes)

How can I protect my bulbs?

Spray bulbs and allow to dry, then plant. When using Granular, we recommend sprinkling it into the hole as well as onto soil surface.

Why does Plantskydd work so well?

Plantskydd repels by emitting an odor browsing animals associate with predator activity—stimulating a fear-based response that will have garden feeders looking for somewhere else to dine. Research* has proven odor based repellents are more effective than other repellents. Animals avoid plants before they bite—not after! Plantskydd is proven effective against: deer, rabbits, elk, moose, voles, squirrels, and chipmunks. View over 50 Field Tests conducted by researchers, farmers, foresters, growers and professional landscapers in the USA, Canada, and Sweden—plantskydd.com

*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. —Nahle & Wagner, USDA / APHIS, National Wildlife Research Center, Olympia, WA. (Advances and Challenges in Forest Regeneration - 2000)

Pre-mixed, Ready-to-Use Liquid

- 1 quart spray—protects over 100 plants, 1 ft high
- 1.3 gallon—protects 500-600 plants, 1 ft high

Granular Formulation

- 1 lb—protects approx. 500 sq.ft
- 3.5 lb—protects approx. 1,750 sq.ft
- 8 lb—protects approx. 4,000 sq.ft
- Bulk 20 lb—protects approx. 10,000 sq.ft (ideal for agriculture, golf courses, and large estate landscapes)



Will Plantskydd hurt my dog?

Some users have reported that the family dog is quite enamored with Plantskydd when it is initially sprayed on plants. It will not harm animals, but it's best to leave Fido inside, until treated plants are dry (2-3 hrs).

How often do I need to treat my plants and trees?

- For best protection—treat plants before animal browse begins, in spring or fall.
- Treat new growth during the active growing season—every 3-6 weeks.
- Plantskydd liquid formulation lasts up to 6 months over winter on dormant plants.
- IMPORTANT—spray liquid Plantskydd on dry plants—allow to dry for 24 hours.
- Plantskydd is rain-resistant.
- Ideally, spray during the morning or late afternoon, when temperature is above freezing.
- Granular Plantskydd may be applied at anytime. Re-apply as required. To activate granules, lightly water the area where granules have been applied.

How should I store Plantskydd?

Protect from heat. Store in cool, dry, location. Keep from freezing.

- Soluble Powder Concentrate (mix your own)—lasts 5+ years in its original package. Once mixed into solution, use within a few days. Apply unused solution as a fertilizer. Tightly re-seal unused powder.
- Ready-to-use Liquid—use within 3 months of opening. Keep the cap.
- Prevent Sprayer from Clogging—after use, remove sprayer, and flush with water.
- Plantskydd is a 100% natural, organic product, and will start to go off in warm weather. Once mixed into solution, use within a few days.
- Granular—lasts 5+ years in its original packaging.

KEEP OUT OF REACH OF CHILDREN AND PETS.

Safe for Use in Protecting:
fruit, vegetables and other food crops
against animal browse damage



Pre-mixed Liquid and
Mix-your-own Concentrate
Best for: deer, elk, moose



Granular Formulation
Best for: rabbits, voles, chipmunks, squirrels



Customer Service
1-800-252-6051
—TOLL FREE—



Safe for Kids & Pets



Vegetable Gardens



Landscape



Flower Gardens



Nurseries



Fruit Growing



Forestry

Online Resources



- Dealer locator
- Vendor testimonials
- Marketing support info
- POP materials
- Downloadable .pdf — graphics, labels and MSDS

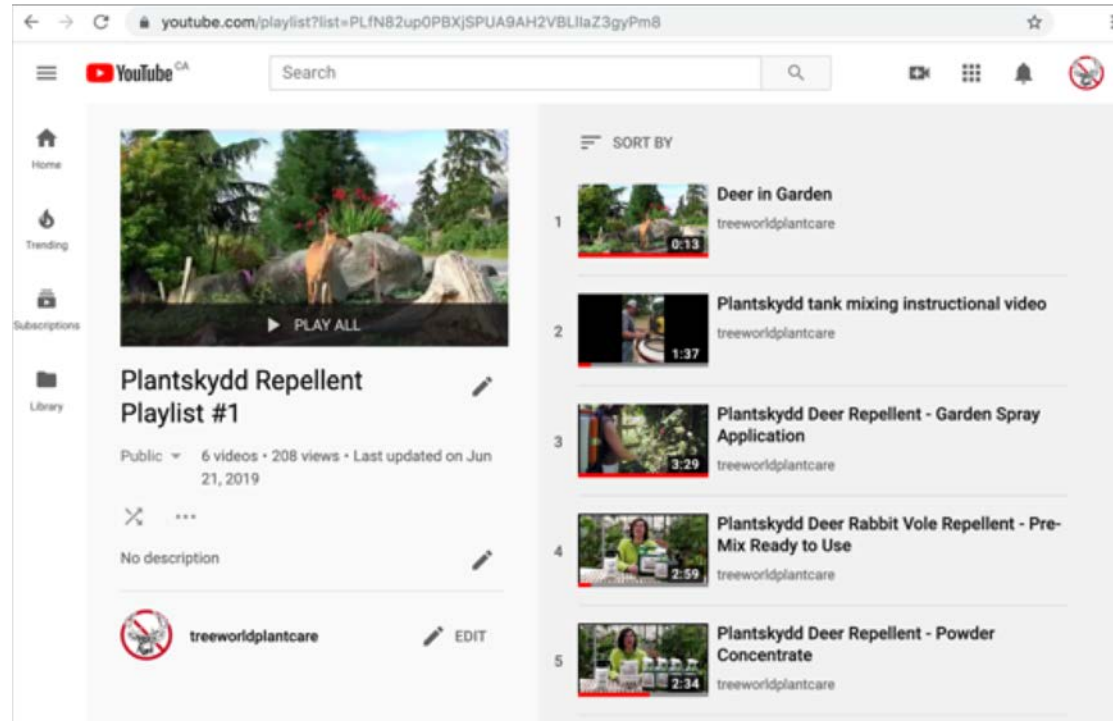


plantskydd.com

Online Resources

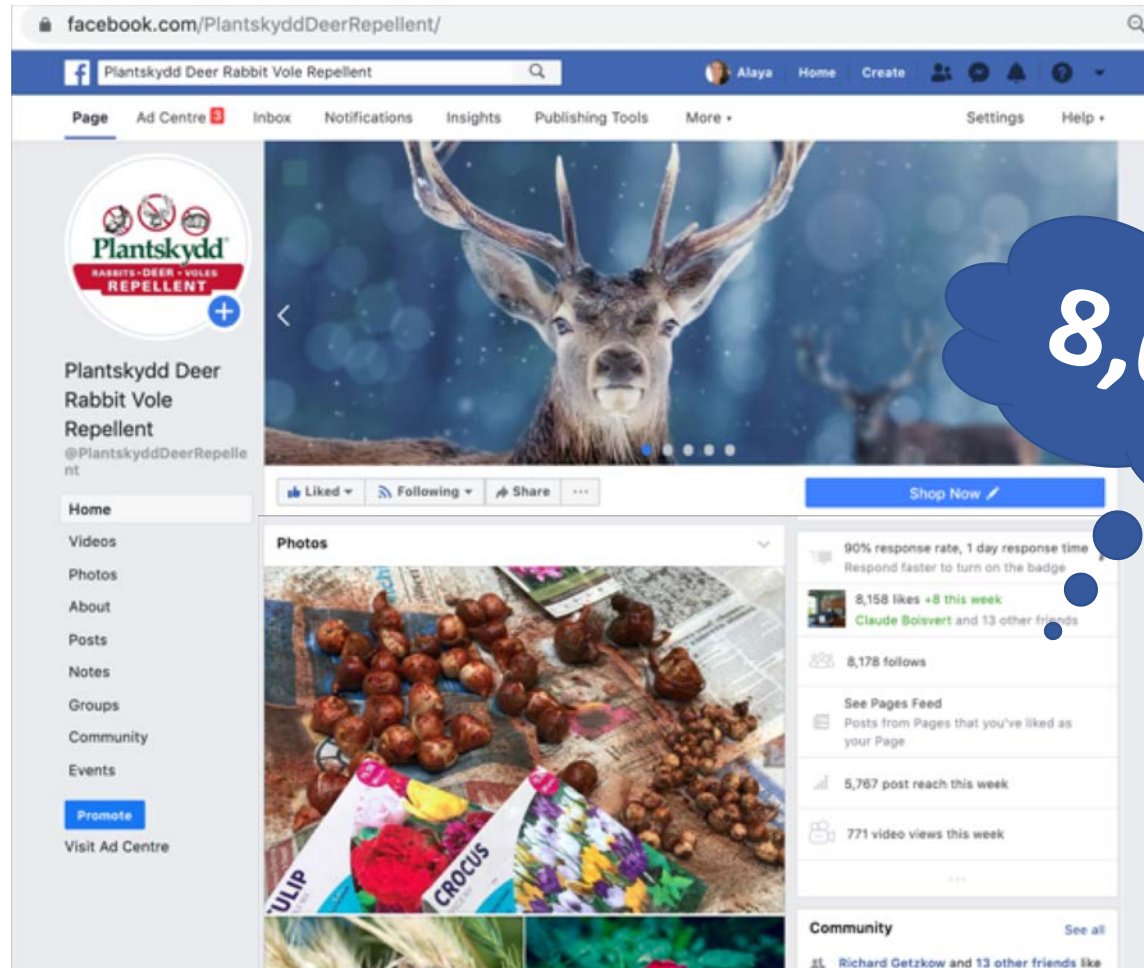


- Product information
- Powder concentrate mixing tips
- Seasonal applications and spraying techniques



youtube.com/user/treeworldplantcare

Social Media – Facebook



<https://www.facebook.com/PlantskyddDeerRepellent>

Social Media – Facebook




Tips tips tips! Gardening wellbeing. Product information.

Plantskydd Deer Rabbit Vole Repellent added a new photo to the album Gardener Sue's Tip of the Week. Published by Alaya Boisvert [?] · 4 October at 16:15 · 🌐

Performance for your post
4,150 People Reached

FALL INTO SPRING BULBS : GARDENER SUE'S TIP OF THE WEEK 13 🍂 🌱

Fall is the best time of year to plant spring flowering bulbs like daffodils and crocuses. Your local garden centers should be full stocked with bulbs that are appropriate for your climate, and you can find some unique varieties through specialty mail order sources. When choosing bulbs, look them over and give them a little squish to make sure they feel firm. Select the largest bulbs from the box. See more




Plantskydd Deer Rabbit Vole Repellent
Product/Service

4,150 People reached 590 Engagements

Plantskydd Deer Rabbit Vole Repellent
Published by Alaya Boisvert [?] · 18 September at 15:53 · 🌐

Many in our community ask about pollinator and bird friendly products. Here's a set of great practices to consider at home to save you time, effort and a guilty-conscience 😊




RETURN TONOW.NET
Help Birds Survive the Winter by Skipping Yard Work in Fall

1,280 People reached 229 Engagements

Plantskydd Deer Rabbit Vole Repellent
Published by Alaya Boisvert [?] · 24 September at 17:00 · 🌐

Winter is coming!
<https://pyours.com/winter-is-comingand-so-are-nibbling-deer/>



PYOURS.COM
WINTER IS COMING...AND SO ARE NIBBLING DEER - Perennially Yours

728 People reached 91 Engagements

37 Reactions 3 comments 7 shares

<https://www.facebook.com/PlantskyddDeerRepellent>

Summary

- **#1 Choice of professional** growers, landscapers & foresters
- **Proven** efficacy since 1992
- **Longest lasting repellent** — 6 months over-winter
- **Rain-resistant** — no need to reapply after rainfall or irrigation
- **Organic** — 1st OMRI listed animal repellent in USA
- **Built in fertilizer** (12 N) – bigger, healthier plants
- **3 Formulations** for maximum efficacy, convenience and value
- **100% Money-back customer guarantee!**





***Plantskydd* is manufactured by:**

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