



ARBOR-NOMICS® TURF, INC.

More than treatments, we apply knowledge.®

Arbor-Nomics Brand Video Shows How Techs Win the Turf War

ATLANTA, April 13, 2017

Award-winning Atlanta lawn-care company Arbor-Nomics® Turf, Inc., is proud to announce the release of its new brand video. The knowledge and training of our Certified Landscape Specialists set us apart from our competitors, and the video takes a playful approach to showing how our techs are superheroes who protect your lawn from diseases and pests and give gnomes a healthy lawn to call home.

“Our techs are the face of our company when they visit our customers, and their extensive training shows our commitment to providing the best service possible.”

Dick Bare, *Arbor-Nomics CEO/President*

The thorough training that Arbor-Nomics techs receive before they enter the field and their ongoing education go well beyond standard industry practices and requirements. First, all techs receive six to eight weeks of on-the-job training. Then they must pass a two-part test to receive pesticide certification. While this test has a 70% first-time failure rate for most companies, we equip our techs with the knowledge they need to pass the first time. Only then do they work independently. Continuing education is required to keep their licenses active.



Arbor-Nomics techs battle weeds, diseases and fungi to give gnomes a happy home.

Because we invest in our techs and value them, many remain with the company for years, so customers see a familiar face who's familiar with their lawn. They're what keeps our company a cut above the rest

The video's other star, Gus the garden gnome, can sometimes be spotted accompanying technicians on their rounds to ensure that Arbor-Nomics lawns are as healthy as they can possibly be.

The video can be viewed at:

<https://www.youtube.com/watch?v=uEgkURCwXb0>

To learn about Arbor-Nomics and its programs for lawn, tree, and shrub care, please call **770.447.6037**.

About Arbor-Nomics Turf: Award-winning, locally owned Arbor-Nomics provides lawn and ornamental tree and shrub care to homeowners throughout metro Atlanta and surrounding areas. Emphasizing excellent service from Certified Landscape Specialists, Arbor-Nomics offers three program options, as well as add-on services, such as fertilization, aeration, overseeding, and treatments to control weeds, diseases, and pests. Arbor-Nomics is a multiple Angie's List Super Service Award winner and is endorsed by TrustDALE.com.

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800 Langford Drive · Norcross, Georgia 30071

arbor-nomics.com

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