



Still the Most Effective Soil Wetting Agent

Although most soil wetting agents will work when conditions are mild, the **true** test is how effectively they work in the soil to protect your turf during periods of prolonged heat and drought.

Under these extreme conditions, weaker products often fail with harmful consequences. TriCure AD has proven effective under the harshest conditions and at the lowest application rates, and is backed by both university research and thousands of users.

Benefits of TriCure AD

- Preventative and curative treatment for occurrence of Localized Dry Spots
- Reduces drought stress to improve plant health
- Promotes even water distribution
- Helps promote increased root mass and length
- Reduces hand watering
- Improves irrigation efficiency

While wetting agent claims are often similar, their performance is not.



Performance vs. Marketing

Only ONE Surfactant Needed

Despite the claims of some manufacturers, it is not necessary to use more than one type of wetting agent for water management — provided that product is TriCure AD. This advanced formulation will treat all soil types and can be used for multi-purpose applications.

Whether diluting it for use as an irrigation surfactant, using it in combination with leading fungicides, or spraying for standard hydrophobicity prevention or control, *TriCure AD is the only product needed.*



More space in the barn — more left in your budget.

The Proof is in the Performance

Some companies seem to imply that any new product they offer should be recognized as “the next generation” of wetting agents. Unfortunately, merely presenting complex chemical symbols to market a product doesn’t tell you how well it works.

The truth is that the ONLY important measure of a wetting agent is how well it performs on your turf.

At Mitchell Products, we conduct ongoing research to improve and advance the formulation in TriCure AD to provide product performance the others can’t touch. No fancy chemical symbols, just performance.

Strongest Chemistry Ounce for Ounce

Research conducted at Rutgers University compared leading products under tough conditions at low, off-label rates. The study was designed to identify the strongest products (ounce per ounce) while also mimicking the natural degradation of surfactants that occurs in the soil between applications. Results illustrated how weak most products become as they naturally degrade toward the end of their spray cycles, except TriCure AD.

TriCure AD proved significantly more effective in these tough conditions.

TriCure AD is still effective in the soil long after other products have stopped working.

Lower Application Rates — More Economical

Compare TriCure AD to other leading products and see that it takes less to accomplish more. Turf professionals typically use 25-50% less TriCure AD than other soil surfactants and with superior results due to the comparative strength of the chemistry and its longevity in the soil. No other product comes close.

Lower rates equate to budget savings.

Use TriCure AD at lower rates to reduce cost of soil treatment.

Multi-Function Mechanisms

TriCure AD is an advanced surfactant formulation unique in its ability to treat the widest variety of soil types and soil organic components. It is typically effective on soils in which other products fail, and can be used on sand-based root zones as well as natural soil types with higher concentrations of silt, clay and organic matter.

The unique combination of both water holding and penetrant characteristics helps provide the optimum balance of moisture and drainage necessary for growing and maintaining healthy turf.

Balances soil for optimum water holding and downward water movement.

Myth of Curative vs. Preventative Response

When a product is labeled for use only in advance of the development of hydrophobic conditions, it is an indication the chemistry is not strong enough to overcome existing soil hydrophobicity. Conversely, when a manufacturer offers a product solely for curative applications, it suggests it can overcome hydrophobicity, but lacks the longevity to work preventively for 30 days or more.

The active ingredient in TriCure AD works equally well when applied to existing hydrophobic conditions as when applied preventatively.

No myth, just fact.

Only one product needed for both preventative and curative soil treatment.

What Makes TriCure AD Better?