



BANNER BIOLOGICAL AERATION PROGRAM

August 2025

September 2025

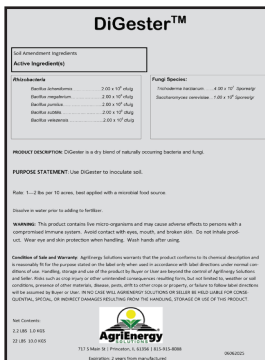
Active Ingredient(s):

- Bacillus Species*.....1 x 10³
- Bacillus Megaterium*.....1 x 10³
- Bacillus Subtilis*.....1 x 10³
- Pseudomonas species*.....1 x 10⁴
- Pseudomonas fluorescens*.....1 x 10⁴
- Pseudomonas putida*.....1 x 10⁴

BioEnerG

Contains a rich solution of microbial species. See label for specific details. This product is key to the Banner Biological Aeration Program because it contains the best of the best microbes, which are key to solubilizing and mobilizing soil nutrients and dramatically improves soil structure compared to core aerators.

Changes in soil compaction noticeable within 6 weeks and continues working as conditions permit.



DiGester™

When we manage our residue, we get the benefits:

Nutrient Recapture: Nutrient cycling can reduce future nutrient expense or enhance future crop yields.

Faster Spring Warm-up: Biologically active soil will contain less residue and allow faster soil warm up.

Easier Tillth Alleviating Compaction: Reduces soil compaction by opening up soil pore spaces.

Water Holding Capacity: Captures and holds more water as organic matter increases.

Build Organic Matter: Captures more Carbon in the soil and anchors nutrients to the landscape soil.

The top six inches of an acre of soil weighs 2,000,000 pounds; 1% Soil Organic Matter (SOM) would then be 20,000 pounds.

Nitrogen makes up 5% of SOM, phosphorus, potassium and sulfur each makes up 0.5% of SOM. Thus, providing 1,000 pounds of nitrogen and 100 pounds of phosphorus, potassium and sulfur per acre/1%.



Cal-Mag 8-0-0

Custom formulated for the Banner Biological Aeration Program and exclusive to Banner Sales & Consulting. Not every Cal-Mag is equal. The best sources of Cal-Mag result in no calcification within the tanks and lines. This privately labeled version has proven itself to be a top caliber product that plays well with others.

Drought tolerance and water savings begin showing results in 14-28 days.



Nitro-22

Private labeled and custom formulated as a trustworthy, 40% slow-release nitrogen source that will feed the microbes and improve turf quality. Nitro-22 has been carefully formulated

so your clients will observe visual progress quickly without the risk of turf injury.

Visual results begin showing within 7-10 days.



BANNER BIOLOGICAL AERATION

August 23, 2025

September 14, 2025

259 Acre Package Size
Cost: \$26,050 (\$2.21/1,000 sq. ft.)

	COMPANY A (1980's Business Model) STILL PLUGGING LAWNS	COMPANY B (New BMP) 100% Bio-Aeration
1,575 Clients @ 10,000 sq. ft. Each	15/day + 10% service call rate = 105 days	22/day 0 Service Calls = 72 Days
\$10,000 sq. ft. Charge	\$100.00	\$120.00
Direct Labor Per Job	\$10.00	\$7.00
Overhead Per Job	\$4.00	\$2.50
Truck & Machine Fuel Per Job	\$5.00	\$5.00
Property Repairs 10% of Total	\$8.00	\$0.00
Material Cost Per Job	\$0.00	\$22.00
Total Cost Per Job	\$27.00	\$36.50
Total Revenue Produced	\$157,500.00	\$190,080.00
Total Profits	\$114,975.00	\$132,264.00
Production and Weather Days	Could only do on dry days during spring and fall. No summer months.	Can use machine on most days and hose pulling on light rain days and after heavy rains. Since microbes love heat, you can bio-aerate all summer long as new sales tighten routes.
Pesticide License Required	NO	NO
Property Owner Observation	Poor overlapping patterns, no noticeable change in lawn's compaction	\$120 Water savings for Q2 and Q3 totaling \$240, well over the cost for service. Noticeable changes to compaction. Thicker lawn with less weeds and crabgrass especially through hot and dry summers.
Management Decisions	Restrict increasing aeration sales	Allows for unfettered Bio-Aeration sales

Company B finished 33 days
sooner than Company A

Company B's Clients
willing to pay more

Company A does 15 jobs
per day = 1.5 SVC's

Company B generated
\$32,580 more than
Company A

Profits increased \$17,289

1 year later, Company B is
now producing 3x more with
little strain on workforce
and team is making bigger
commissions