

# GROUNDS MAINTENANCE





## THE **ATHEA**® ADVANTAGE

**ATHEA**® manufactures the industry's highest-quality and most comprehensive selection of herbicides for nearly any application. Choose from selective herbicides, total kill herbicides, and total kill herbicides with residual for control up to a year, available in bulk liquids, granular, and aerosols. All backed by the expertise to help you choose the right product for the job.

## YOUR TOTAL SOLUTIONS® HERBICIDE SOURCE

**ATHEA** makes it easier for you to be in the herbicides business. Nearly all our herbicides are EPA-registered under the Total Solutions® brand name, eliminating the paperwork and costs associated with state and federal registrations under your own brand. And for those customers wishing to private label, our in-house EPA experts can guide you through the process.

## PRIVATE LABEL

With the ever-growing trend toward private label brands in both the consumer and commercial markets, **ATHEA**® is well-positioned to deliver on our customers' needs. Today, over 90% of products **ATHEA** ships are private labeled. A complete turn-key approach of chemical formulation and production, wipe converting and manufacturing, low minimums, the highest-quality artwork, nearly unlimited packaging options, fast turnaround, and strict confidentiality make **ATHEA** the market leader in this category. Products not private labeled ship under the Total Solutions® brand. For those customers entering a new product category unsure of potential volume, or not wishing to register certain products when required by the EPA or FDA, the Total Solutions® brand is an ideal solution.

## SELECTIVE HERBICIDES

Selective herbicides address the problem of weed elimination and control in sensitive grassy areas. They contain the power to combat the toughest broadleaf weeds in lawn and turf without harming the surrounding grasses. Refer to the Herbicide Application Chart on the back for products and specific weed applications.

## NON-SELECTIVE HERBICIDES

Bare ground results can be achieved in areas plagued by persistent unwanted vegetation by utilizing non-selective herbicides. These formulas have been specifically designed to quickly eliminate the toughest perennial weeds, and new plant growth for an extended period. Ideal for use in areas such as ditches, fence rows, parking lots, patios, brick paths and railroad tracks.

## ACTIVE INGREDIENTS

**2,4-D / 2,4-D SALTS** - Mimics the action of a growth hormone within the plant. It stimulates unusually rapid growth which strains the life support system of the plant to a point where death occurs.

**BROMACIL** - A residual herbicide which acts as a soil sterilant to prevent vegetation growth for an extended period of time. Works slowly as it is carried to the root zone through moisture and absorption.

**DIQUAT DIBROMIDE** - When absorbed, it disrupts the photosynthesis process and kills the unwanted plant. This contact herbicide eliminates surface vegetation so replanting can occur soon after application. It deactivates upon contact with the soil, and can be used to kill aquatic weeds.

**GLYPHOSATE** - Enters the metabolism of the weed and inhibits its growth. Systemic action kills the entire plant, roots and leaves. Becomes inactive upon contact with soil.

**MCPP / 2,4-DP / 2,4-D** - A group of systemic herbicides designed to kill specific broadleaf weeds. Once absorbed into the plant, they kill them by disrupting important metabolic processes within.

**PROMETON** - Works through root and foliage absorption. This photosynthesis-inhibiting herbicide acts as a soil sterilant to control regrowth and new seedlings.

## NON-SELECTIVE HERBICIDES

### #134 DIQUAT 4.35%

#### 4.35% DIQUAT DIBROMIDE

- Private label only
- 1:10 concentrate
- Non-residual
- Aquatic weed and algae control
- VOC compliant

### #145 ELIMINATOR

#### 1.85% DIQUAT DIBROMIDE

- 2.5 - 5:100 concentrate
- Non-residual
- Aquatic weed and algae control
- VOC compliant

### #146 ELIMINATOR NW

#### 1.85% DIQUAT DIBROMIDE

- 1:8 concentrate
- Non-residual
- VOC compliant

### #150 ZAP-IT

#### 0.96% GLYPHOSATE

- Ready-to-use
- Non-residual
- VOC-compliant

### #155 ZAP-IT ULTIMATE

#### 18% GLYPHOSATE

- 3 - 6oz.:300 sq. ft. concentrate
- Non-residual
- VOC-compliant

### #314 VACATE

#### .61% BROMACIL, 1.10% 2,4-D

- Ready-to-use
- Up to 12-month residual
- VOC compliant

### #315 NON-SELECTIVE HERBICIDE #1

#### 1.1% 2,4-D, 0.61% BROMACIL

- Private label only
- Ready-to-use
- Up to 12-months residual

### #316 WEED EASY

#### 4% BROMACIL GRANULES

- Easy-to-spread granules
- Activate with water
- Up to 12-months residual
- VOC compliant

### #317 BROM 7.5 HERBICIDE CONCENTRATE

#### 7.5% BROMACIL

- Private label only
- 1:59 concentrate
- Up to 12-months residual

### #318 BANISH

#### 1.2% BROMACIL

- 1:10 concentrate
- Up to 12-months residual
- VOC compliant

### #320 BARREN

#### 1.09% 2,4-D, 0.98% BROMACIL

- Extremely fast-acting formula
- Ready-to-use
- Up to 12-months residual

### #8320 BARREN AEROSOL

#### 1.09% 2,4-D, 0.98% BROMACIL

- Ready-to-use aerosol
- Up to 12-months residual
- VOC compliant

### #322 TURF KING

#### 3.73% PROMETON

- 1:10 concentrate
- Up to 12-months residual

## SELECTIVE HERBICIDES

### #350 SELECTIVE HERBICIDE #1 BROADLEAF WEED KILLER

#### 25% 2,4-D SALT

- Private label only
- 1:100 concentrate
- 2 - 4 weeks residual

### #360 SELECTIVE HERBICIDE #3 BROADLEAF WEED KILLER

#### 31.37% 2,4-D

- Private label only
- 1:400 concentrate
- Brush and stump killer

### #363 TRIPLE THREAT

#### 4.55% 2,4-D, 2.26% 2,4-DP, 2.29% MCPP

- 1:96 concentrate
- VOC compliant

### #8363 TRIPLE THREAT AEROSOL

#### .326% 2,4-D, .161% 2,4-DP, .164% MCPP

- Non-residual
- Foaming spray shows coverage to avoid over-application
- VOC compliant

## FERTILIZERS AND SURFACTANT

### #133 CHELATED IRON

- Iron Supplement

### #230 LIQUID FERTILIZER 4-12-8

- Late season winterizer

### #242 LIQUID FERTILIZER 20-2-3

- Quick green early spring feed

### #245 LIQUID FERTILIZER 16-8-4

- All season mix

### #395 SURFACTANT

- Non-ionic turf conditioner

# 

	#350 SELECTIVE HERBICIDE #1 BROADLEAF WEED KILLER	#360 SELECTIVE HERBICIDE #3 BROADLEAF WEED KILLER	#363 TRIPLE THREAT	#8363 TRIPLE THREAT AEROSOL
Alders				●
Arrowhead	●			
Aspen		●		
Aster				●
Biden				●
Bindweed			●	●
Bitterweed		●		●
Black Medic				●
Blue Lettuce				●
Box Elder				●
Brambles		●		
Broomweed		●		●
Buckhorn				●
Burdock		●	●	●
Buttercup		●		●
Canada Thistle			●	●
Carpetweed				●
Catnip				●
Chickweed		●	●	●
Chicory		●	●	●
Clover		●	●	●
Cockle				●
Cocklebur		●		●
Coffeeweed		●		●
Cottonwood		●		
Creeping Jenny				●
Croton		●		●
Dandelion	●	●	●	●
Dock	●	●	●	●
Dogbane				●
Dogfennel			●	●
Elderberry				●
Elm		●		
English Daisy			●	●
Flea Bane (Daisy)				●
Flixweed				●
Frenchweed			●	●
Goatsbeard				●

	#350 SELECTIVE HERBICIDE #1 BROADLEAF WEED KILLER	#360 SELECTIVE HERBICIDE #3 BROADLEAF WEED KILLER	#363 TRIPLE THREAT	#8363 TRIPLE THREAT AEROSOL
Goldenrod	●			●
Ground Ivy		●	●	●
Gumweed				●
Hawkweed			●	●
Healall		●	●	●
Hemp				●
Henbit	●	●	●	●
Honeysuckle		●		●
Horsetail				●
Ironweed				●
Jewelweed				●
Jimsonweed		●	●	●
Knotweed		●	●	●
Kochia		●		●
Lambsquarter	●	●	●	●
Locoweed				●
Locust		●		
Lupines				●
Mallow			●	●
Maple		●		
Marshelder				●
Mexicanweed				●
Morning Glory	●	●	●	●
Mustard	●	●	●	●
Musk Thistle				●
Nettle				●
Oak		●		
Oxalis		●	●	●
Parsnip				●
Pennycress				●
Pennywort		●	●	●
Peppergrass	●	●	●	●
Pigweed	●	●	●	●
Plantain	●	●	●	●
Poison Hemlock				●
Poison Ivy		●	●	●
Poison Oak		●	●	●
Pokeweed				●

	#350 SELECTIVE HERBICIDE #1 BROADLEAF WEED KILLER	#360 SELECTIVE HERBICIDE #3 BROADLEAF WEED KILLER	#363 TRIPLE THREAT	#8363 TRIPLE THREAT AEROSOL
Poorjoe				●
Prickly Lettuce		●		●
Primrose				●
Puncture Vine				●
Purslane			●	●
Ragweed	●	●	●	●
Red Clover				●
Red Sorrel				●
Rush				●
Sheep Sorrel		●	●	●
Shepards Purse	●	●		●
Smartweed			●	●
Sowthistle				●
Spurge		●	●	●
Spurweed				●
Stinkweed				●
Stitchwort				●
Sumac		●		●
Sunflower		●		●
Stumps		●		
Tarweed				●
Thistle	●	●	●	●
Tumbleweed				●
Veronica				●
Wild Aster			●	●
Wild Carrot		●	●	●
Wild Garlic			●	●
Wild Geranium				●
Wild Lettuce				●
Wild Onion		●	●	●
Wild Radish	●	●		●
Wild Rape				●
Willow		●		●
Witchweed				●
Wood Sorrel			●	●
Wormseed				●
Yarrow		●		●
Yellow Rocket		●		●

