

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. Many of 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 customer's 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.

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.

FERTILIZERS AND SURFACTANT

#133 CHELATED IRON

IRON SUPPLEMENT

- Reverses or reduces the pale green or yellow discoloration associated with chlorosis
- Provides iron in a form that is immediately available to vegetation
- Remains in the soil for extended feeding
- Is compatible with tank mixes of most fertilizers, insecticides fungicides and penetrating aids

#242 LIQUID FERTILIZER 20-2-3

QUICK GREEN EARLY SPRING FEED

- Provides even, slow release of nutrients to turf grass
- High nitrogen content promotes lush greening and fast growth of turf
- Nutrients last longer and are more evenly distributed without causing burning
- Recommended for spring and early summer application

#245 LIQUID FERTILIZER 16-8-4

ALL-SEASON MIX

- Promotes vigorous, sustained plant growth
- Ideal all-season fertilizer
- Liquid formula goes directly to the root zone

#395 SURFACTANT

NON-IONIC TURF CONDITIONER

- Reduces surface tension of fertilizers and pesticide solutions
- Assures even and thorough coverage of foliage
- Reduces wash-off of expensive pesticides and fertilizers
- Increases the effectiveness of fertilizers, herbicides, insecticides, fungicides, iron and micronutrient solutions

NON-SELECTIVE HERBICIDES

§ #134 DIQUAT 4.35%

4.35% DIQUAT DIBROMIDE, 1:20 CONCENTRATE, NON-RESIDUAL, AQUATIC AND TERRESTRIAL, VOC COMPLIANT

- Effective against broadleaf weeds, grasses and aquatic weeds
- Kills most forms of plant growth without damage to the soil
- Effects are visible in only a few days
- Deactivates on contact with soil

§ #145 ELIMINATOR™

1.85% DIQUAT DIBROMIDE, 1:8 CONCENTRATE (TERRESTRIAL), NON-RESIDUAL, AQUATIC WEED AND ALGAE CONTROL, VOC COMPLIANT

- Non-selective – replant 5-7 days after application
- Ideal for eliminating specific weeds that are close to desired flowers, shrubs, bushes and trees
- Kills most forms of plant growth without damage to the soil
- Effects are visible in only a few days
- Works only when it is absorbed by the foliage – deactivates on contact with soil

§ #146 ELIMINATOR™ NW

1.85% DIQUAT DIBROMIDE, 1:8 CONCENTRATE, NON-RESIDUAL, TERRESTRIAL, VOC COMPLIANT

- Non-selective – replant 5-7 days after application
- Ideal for eliminating specific weeds that are close to desired flowers, shrubs, bushes and trees
- Kills most forms of plant growth without damage to the soil
- Effects are visible in only a few days
- Works only when it is absorbed by the foliage – deactivates on contact with soil

§ #314 VACATE™

1.10% 2,4-D, 0.61% BROMACIL, READY-TO-USE, SOIL STERILANT, VOC COMPLIANT

- Provides fast knockdown
- Long-lasting residual action
- VOC compliant alternative to #320 BARREN

§ #315 NON-SELECTIVE HERBICIDE #1 - PRIVATE LABEL ONLY

1.10% 2,4-D, 0.61% BROMACIL, SOIL STERILANT

- Highly recommended for municipal weed control and as a soil sterilant

§ #316 WEED EASY™

4% BROMACIL GRANULES, SOIL STERILANT, VOC COMPLIANT

- Residual action prevents growth up to 1 year
- Easy-to-spread granules

§ #317 BROM 7.5 HERBICIDE CONCENTRATE

7.5% BROMACIL, 1:59 CONCENTRATE, SOIL STERILANT

- Use to control undesirable woody plants and brush
- Long-lasting residual action
- Highly dilutable formula

§ #318 BANISH™

1.2% BROMACIL, 1:10 CONCENTRATE, SOIL STERILANT, VOC COMPLIANT

- Use to control undesirable woody plants and brush
- Long-lasting residual action
- Highly dilutable formula
- Low-odor formula
- Must penetrate the soil for most effective application
- VOC compliant alternative to #322 TURF KING

§ #320 BARREN™

1.09% 2,4-D, 0.98% BROMACIL, READY-TO-USE, SOIL STERILANT

- Provides extremely fast knockdown
- Residual action prevents growth up to 1 year

§ #322 TURF KING™

3.73% PROMETON, 1:10 CONCENTRATE, SOIL STERILANT

- Residual action prevents growth up to 1 year

§ #323 TURF KING™ VOC

3.73% PROMETON, 1:10 CONCENTRATE, SOIL STERILANT, VOC COMPLIANT

- Residual action prevents growth up to 1 year

§ #8320 BARREN™ AEROSOL

1.09% 2,4-D, 0.98% BROMACIL, READY-TO-USE, SOIL STERILANT, VOC COMPLIANT

- Fast-kill, up to 1 year residual
- Upside-down spray provides precise application
- Ideal for cracks and crevices
- VOC compliant

SELECTIVE HERBICIDES

§ #363 TRIPLE THREAT™

4.55% 2,4-D, 2.29% MCPP, 2.26% 2,4-DP, 1:96 CONCENTRATE, VOC COMPLIANT

- For use on golf courses and ornamental turf areas
- Knocks down tough broadleaf weeds like clover, chickweed and thistles
- Kills most broadleaf weeds in lawn and turf without harming surrounding grasses

§ #8363 TRIPLE THREAT™ AEROSOL

0.326% 2,4-D, 0.164% MCPP, 0.161% 2,4-DP, WHITE FOAMING SPRAY, VOC COMPLIANT

- High-intensity actuator accurately pinpoints weeds without hitting desirable plants
- Foaming spray shows coverage to avoid over-application
- VOC compliant
- Highly effective on broadleaf weeds

	#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		●

	#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		●

	#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		●

