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## **Huma Gro® Turf Introduces Surf-Max™, a Soil Surfactant Product**

A New Soil Surfactant Solution for Turf

**Gilbert, AZ:** SURF-MAX™, a soil surfactant, has been added to the Huma Gro® Turf product line. This new entry represents a complementary technology that rounds out the Huma Gro® Turf comprehensive program of highly active liquid nutrients and biopesticides designed specifically for turf management.

Complexed with Micro Carbon Technology®, SURF-MAX™ is a blend of nonionic surfactants designed to improve both penetration and lateral movement of water within the root zone and increase soil moisture retention. By improving the infiltration and distribution of water in the soil profile, SURF-MAX™ ensures that turf managers are getting the most out of their applied water and water-carried inputs.

Kenny Halcomb, Huma Gro® Turf National Sales Manager, states that SURF-MAX™ is an important addition to the company's line-up of turf products. "Golf course superintendents that have already seen the benefit of our other liquid-nutrient products that are complexed with Micro-Carbon Technology® are going to love having a soil surfactant with that same power. Being able to properly irrigate and supplement nutrients to problem soil areas, especially during overseeding, will help them create some truly exceptional turf for their players."

On the golf course, SURF-MAX™ can be used to:

- Reduce soil water repellency in "hot spots" and localized dry spots.
- Ensure even root zone water distribution and availability of nutrients and chemical inputs applied by water, and help move water through soil profiles that have been "plugged up."
- Help turf and roots to be better able to withstand fluctuations in moisture availability and defend against stresses brought on by heat and drought conditions.
- Increase movement of moisture through soils to help make greens drier and firmer.

SURF-MAX™ can be used at all turf growth stages when irrigation use efficiency is desired—including prior to and during summer stress and whenever drought conditions or water restrictions are present. SURF-MAX™ can be particularly effective during golf course overseeding, when heightened water repellency of soil can make it difficult for turf to grow—resulting in wasted water and grass seed.

SURF-MAX™ falls into the product category of soil surfactants (also known as wetting agents), chemical compounds that bond with both water and the organic coating on soils, allowing even water-repellant soils to become wet. SURF-MAX™ is fully biodegradable, non-hazardous, non-phytotoxic, and highly compatible with existing chemistries.

For more information about SURF-MAX™ or other HUMA GRO® TURF products, contact Kenny Halcomb at 480.250.7519, send an email to [Kenny@HumaGroTurf.com](mailto:Kenny@HumaGroTurf.com), or go to <http://www.HumaGroTurf.com/surfactants>.

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**About Bio Huma Netics Inc.**

Founded in Mesa, Arizona, in 1973, Bio Huma Netics, Inc., is a global leader in providing sustainable solutions to the world's environmental challenges for agriculture (Huma Gro®); horticulture, turf & ornamentals (Huma Gro® Turf); and water & wastewater (Probiotic Solutions®) through its constantly improving Micro Carbon Technology®. Learn more at [www.bhn.us](http://www.bhn.us).

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