

PERENNIAL RYEGRASS BLEND DEVELOPED TO

WITHSTAND WEAR

ICONICTM
POWERED BY LATERAL SPREAD TECHNOLOGY

A-LIST[®] APPROVED
Low Input Turf Varieties

SELF-REPAIRING
Lateral Spread Tillers Fill in Bare Spots

EXCEPTIONALLY FINE
Leaf Texture & Dark Green Color





Residential Lawn | Bel Air, MD



Huntington Bank Field | Cleveland, OH

ICONIC™ Perennial Ryegrass is One Tough Grass

ICONIC™ Perennial Ryegrass is the ideal choice for any professional application with dark green color, dense sward and fine texture. A blend of elite grass varieties bred specifically to excel under the intense wear found on sports fields and golf courses.

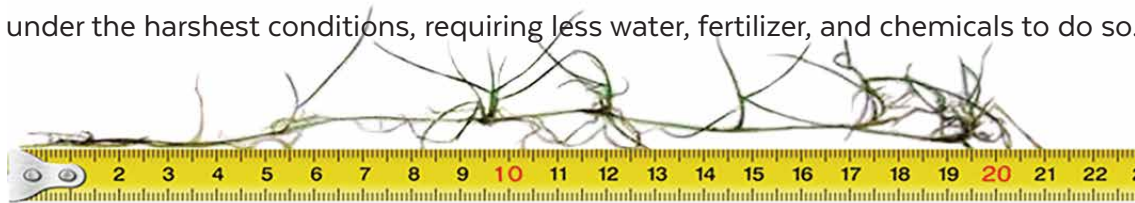
SELF-REPAIRING—spreads laterally through tillers to self-repair heavy traffic areas.

EXCEPTIONAL COLOR & TEXTURE—dark green color, fine leaf texture and increased density make it an ideal choice for all your permanent turfgrass needs.

PROVEN GENETICS—combines four top-rated NTEP varieties.

VERSATILE APPLICATIONS—perfect for golf course tees and fairways, sports fields, home lawns, sod production, and overseeding warm season turf.

A-LIST® APPROVED—these varieties have shown the ability to maintain excellent turf quality under the harshest conditions, requiring less water, fertilizer, and chemicals to do so.



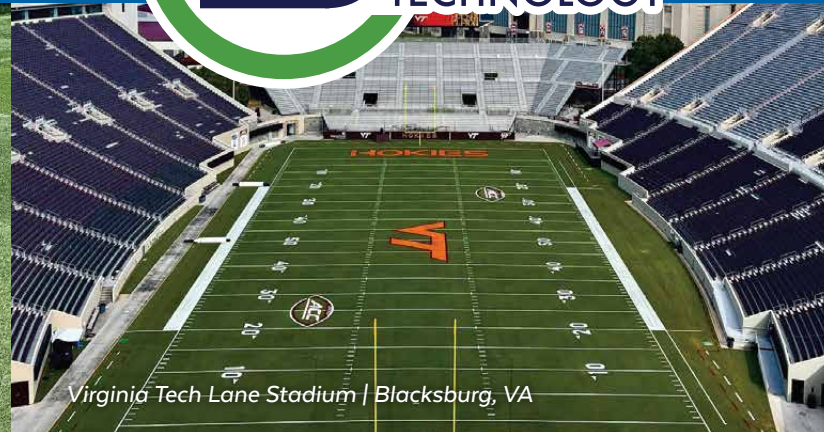
ICONIC Perennial Ryegrass spreads through tillers seen above. This lateral spreading ability is the secret to self-repairing.




DIVOT TRIAL—ICONIC Perennial Ryegrass regrowth was filled in almost completely within 35 days!




Merlo Field | Portland, OR



Virginia Tech Lane Stadium | Blacksburg, VA

	Seedling Vigor	Turf Quality Traffic	Crown Rust Resistance
STELLAR 4GL 	6.4	3.6	7.7
Pharaoh	6.3	2.9	5.7
Seabiscuit	6.6	2.8	5.7
Green Supreme+	5.7	2.5	3.0

2017 NTEP Trial; Mean of All Locations

	Gray Leaf Spot Resistance	Wear Tolerance	Spring Greenup
SLUGGER 3GL 	8.7	6.2	6.6
Man O War	6.7	6.0	6.6
PST-2Foxy	6.3	6.0	6.7
Gray Hawk	5.3	5.4	6.0

2017 NTEP Trial; Mean of All Locations

	Seedling Vigor	Divot Recovery	Turf Quality
HOME RUN LS	6.4	92.6%	6.3
Man O War	6.1	88.7%	5.9
Karma	4.8	87.9%	5.9
Allstar III	5.9	85.0%	5.7

2017 NTEP Trial; Mean of All Locations

	Regrowth	Shoot Density	Summer Color
TORSION	8.1	7.6	8.0
Bargold	6.5	7.4	5.7
Francesca	7.5	7.0	5.8
Melbourne	6.1	7.2	5.9

2019 STRI Trial

“We at Virginia Tech Athletics have been using *ICONIC Ryegrass* on our natural grass playing surfaces. It has been a game changer in our overseeding program! *ICONIC Ryegrass* has healthy and speedy germination, excellent aesthetics, and strong resistance to diseases.”

Emerson Puliam, Associate Director Fields | Virginia Tech

“*ICONIC* perennial ryegrass came in absolutely perfect, what an amazing grass!! Prime time genetics at work for sure!”

Rusell Gene, Homeowner | Bel Air, Maryland

“*ICONIC* perennial ryegrass’s ability to recover quicker gives our teams a safer field coming out of the off season. Because of this, we feel comfortable allowing them on the field sooner in the season compared to other PRGs.”

Graham Harrison, Athletic Field Director | University of Portland Pilots, Merlo Field

“For a recent sod on plastic trial we conducted at MSU’s Hancock Turfgrass Research Center, I seeded MVS Iconic PRG blend and was very happy with its establishment. Just three days after seeding, nearly all the seed had popped!”

Ryan Bearss, Research Assistant II | Michigan State University College of Agriculture and Natural Resources
[See Photo on Next Page]

FOR ALL YOUR HIGH TRAFFIC, HIGH-QUALITY NEEDS



RAPID ESTABLISHMENT

Rapid establishment of **ICONIC** shown seven days after seeding in a Sod-On-Plastic Trial at Michigan State University.



EXCEPTIONAL COLOR & TEXTURE

Dramatic difference of overall turf quality—color, density and leaf texture—between **ICONIC** (Left) and Linn (Right).

SELF-REPAIRING

Growth pattern differences between **ICONIC** (Right) and the other “regenerating” ryegrass (Left) after six months.



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