



PRESS RELEASE – for immediate distribution

19-Dec-2024: Origin Amenity Solutions Will Launch TWO NEW Fertiliser Ranges at BTME 2025

Origin Amenity Solutions (OAS), a leader in premium turf care solutions, will launch two groundbreaking fertiliser ranges at BTME 2025: their revolutionary Xtend CRF (Controlled Release Fertiliser) range and their precision-focused Microlite range.

These launches result from OAS's commitment to delivering cutting-edge innovations for turf professionals.

Visitors to BTME 2025 will be able to explore OAS's products in Hall 2, Stand 230, and discover TurfKeeper, OAS's innovative digital platform, at Stand 200.

Xtend CRF: Featuring innovative technology

The Xtend CRF range is the first fertiliser on the market to benefit from two key fertiliser technologies, which, when combined, provide a true controlled release of nutrients.

The Xtend CRF range will feature four products. All will contain Origin's ProTect controlled release technology, which uses temperature-primed nutrient release blended with inhibited nitrogen to slow the release. When formulated with freely available nitrogen, this combination provides a quick turf response followed by a consistent release of nutrients over three months.

Microlite: Precision Fertiliser for Optimal Performance

Launching alongside Xtend CRF is Microlite, a premium micro-granular fertiliser range containing multiple nitrogen sources for a consistent release of nutrients without any significant growth flushes. Micro-granule for maximum performance, Microlite can be applied at low application rates with superior coverage over other products in the market. The granules disperse quickly into the sward and break down rapidly to become available for

plant uptake. The inclusion of methylene urea in some grades improves the longevity and slower availability of nitrogen.

TurfKeeper – A Digital Solution for Turf Management

OAS will also feature the TurfKeeper digital platform at stand 200, showcasing its capabilities to improve operational efficiency in turf management. TurfKeeper helps turf professionals manage tasks such as job scheduling, resource management, and performance tracking, providing valuable insights for optimised surface performance.

OAS Speakers at BTME 2025

OAS experts will lead several educational classes, sharing insights on cutting-edge research and practical turf management techniques. Don't miss these key sessions:

- **Collecting & Using Data to Optimise Surface Performance**

January 19, 2025. | 2:00 pm - 5:30 pm | Queens Suite 6

Geoff Fenn and Kelly Clack, will focus on collecting and utilising site-specific data to optimise turf performance.

- **Building a Fertiliser Plan for Beginners**

January 20, 2025. | 9:00 am - 5:00 pm | Crowne Plaza Ripley

Geoff Fenn and Kelly Clack will advise on creating effective fertiliser plans.

- **The Latest UK Research – Data and New Technologies**

January 21, 2025. | 10:00 am - 10:45 am | Seminar Theatre, Hall 3

Presented by Geoff Fenn and Kelly Clack, this session will explore research findings from the OAS Turf Science & Technology Centre, focusing on data, disease management, and sustainable turf practices.

- **Simple Repairs to Your Irrigation System**

January 22, 2025. | 1:15 pm - 4:30 pm | Queens Suite 6

Led by Peter Robin, this practical session will cover essential skills for maintaining and repairing irrigation systems.

For more information, visit www.originamenity.com

Ends//

Note to Editor

Origin Amenity Solutions (OAS is a leading manufacturer and supplier of products for the landscape, amenity, and sports turf industries, specialising in the protection, management, and sustainability of turf and grassed surfaces.

It is also the UK distributor of Rain Bird golf and landscape irrigation products and has pioneered the introduction of robotic pitch line marking to the UK industry, under license from TinyMobileRobots. In addition, OAS provides a range of microbial turf health solutions and an online digital management system.

Press contacts:

Lesley Spence | lesley.spence@originamenity.com | 01423 332100

Danial Ahmed | danial.ahmed@originamenity.com | 01423 332100