



Press Release – December 2024

REF: ICL2024/19

ICL at BTME 2025: Innovations, Expertise, and Learning Opportunities for Turf Professionals

ICL is back at BTME in January 2025 with exciting new tools, expert advice, and opportunities for turf managers to enhance their skills. From hands-on learning to the launch of an advanced spreader, ICL is bringing innovation and practical solutions to stand 224.

Educational Sessions with Industry Leaders

ICL is proud to contribute to BTME's Continue to Learn programme with insightful sessions led by experts Dr. Andy Owen and Henry Bechelet.

Turf Nutrition Masterclass: Understand how proper nutrient management promotes healthier, high-performing turf.

What's in a Soil Analysis?: Learn how to interpret soil data for better turf management decisions.

Nitrogen Fertilisers – Current and Emerging Technologies: Explore the latest advances in nitrogen fertilisers and their applications. Featuring special guest - Professor Elizabeth Guertal.

Myths and Misconceptions in Turf Care: Separate fact from fiction to make informed decisions for your turf.

These sessions offer practical knowledge and tools to help turf professionals stay ahead in their field.

Launch of the AccuPro 360ST Rotary Spreader

ICL will also unveil the AccuPro 360ST Rotary Spreader, featuring SmartSpread technology for precise and even application. Designed for consistency and reliability, it's a game-changer for turf care.

Visit ICL at stand 224 to connect with their team and discover how ICL's vast product portfolio could make a difference to the way you manage turf.

Please contact ICL on 01473 237100 or visit www.icl-sf.co.uk or www.icl-sf.ie if you are in Ireland.

For more news and insightful views, you can follow ICL on Twitter @ICL_Turf



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