



**FOR IMMEDIATE RELEASE**

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**Get “The Dirt on Dirt™”, and Grow a Healthy Garden, with Arborjet’s  
NEW Natural, Organic Home Garden Care Products**

*Award-winning Horticulture Products Ensure Soil and Plants Will Thrive*

**Woburn, MA, June 27, 2016** — The summer can bring a bounty of riches from the garden: red ripe tomatoes, warm from the sun, cool cucumbers, sweet strawberries, fragrant flowers in a riot of colors . . . but for many home gardeners enjoying the harvest and keeping plants and soil healthy in a natural and organic way can be a challenge. This season, don’t just ‘plant, spray and pray,’ get dirty with Arborjet’s new line of natural and organic home garden care products, featuring [ARBORChar™](#), [AzaSol™](#), [NutriRoot®](#), [Eco-Mite Plus®](#) and [Eco-PM®](#).

[The Dirt On Dirt™](#) is a collaboration between Arborjet, whose patented “Tree Injection Technology” and formulations have revolutionized how trees are cared for and treated worldwide, and a group of courageous garden enthusiasts who enjoy sharing their knowledge and love of gardening. Both support a sustainable approach and use of products that create a healthy gardening lifestyle, which is evident on The Dirt on Dirt’s new website which educates, empowers, and motivates everyone to cultivate their own gardens, provide food for their families, and of course, get dirty!

This is great news for the 90 million households who participated in do-it-yourself lawn and gardening activities last year, (according to the 2015 National Gardening Survey). In fact, younger Americans—Millennials, specifically—are driving the gardening revolution, having grown up in the current boom of sustainable awareness and practices. Having doubled their spending on (food) gardening, from \$632 million in 2008 to \$1.2 billion in 2013 (2014 National Gardening Association), 5 million of the 6 million ‘new’ gardening households in 2015 were Millennials (2015 National Gardening Survey).

"With so many more people concerned about what's going into their food and environment, and feeling the need to not only shop local but also grow their own food, we felt compelled to create The

Dirt On Dirt," said Kristin Nikodemski, Marketing Manager for Arborjet and The Dirt On Dirt™. "We saw a need for truly sustainable home garden care, and developed this new line of horticulture products that have minimal or NO environmental impact. They're all natural and/or organic, ideal for use in all garden environments – from vertical walls, to windowboxes, even smaller, indoor spaces - and provide a perfect foundation for GYO™ (Grow Your Own) home gardeners to nurture a healthy, thriving garden while using products they can be confident are good for their plants, good for their soil, and safe for their family."

### **Introducing Arborjet's Gardening Line:**

#### **[ARBORChar™](#)**

Supercharge your soil with award-winning ARBORChar! This premium fertilizer and biochar blend has all natural ingredients - biochar made from recycled, sustainably grown hardwood trees into an activated carbon soil enhancer that adds air and holds biology; and fertilizer made of organic bloodmeal and bonemeal to enhance leaf vigor and create stronger roots for indoor and outdoor plants. With a neutralized PH (so no worries about adjusting those levels yourself), ARBORChar also delivers an impressive 10 times its weight in water holding capacity, which makes for happy roots! Available in three versions: [All Purpose Grow 5-6-4](#); [Root, Flower & Fruit 3-6-4](#); and [Summer Stress 0-0-9](#). (MSRP \$14.99, 1 lb.)

#### **[AzaSol™](#)**

Get ahead of garden pests before they arrive with AzaSol, a non-oil based, water soluble powder made from the botanical plant Neem. [OMRI® Listed](#) by the Organic Materials Review Institute, and meeting the highest standards for organic accountability, AzaSol can be applied to food crops and harvested the same day. Absorbed through leaves or roots, it has no smell or oily residue, and won't burn plant leaves. AzaSol keeps pests from feeding, growing and reproducing, and can also be used on more delicate plants, even on seedlings or cuttings that would be more susceptible to burning. (\$19.99 MSRP, 0.25 oz.).

#### **[NutriRoot®](#)**

A unique blend of nutrients, seaweed extract, humic acid, surfactants, and humectants, NutriRoot is the only water management + fertilizer system available on the market today. Designed to increase root development, and reduce water stress and transplant shock in your trees, shrubs, and lawn, NutriRoot pulls water out of the air and condenses it back into liquid form. This helps to reduce watering and keep the soil moist so when you do water, it's more easily absorbed.

(MSRP \$12.99, 8 fl. oz., \$36.99 32 fl. oz. Hose End).

#### **[Eco-Mite Plus® and Eco-PM®](#)**

Got pests or diseases? Not anymore with Eco-Mite Plus and Eco-PM. Made from high quality botanical plant oils and extracts for naturally protected plants, these products are safe for use on food crops and can be harvested the same day. Eco-Mite Plus works on contact against mites, aphids, mealybugs and more. Eco-Mite PM controls powdery mildew, rust, black spot and other diseases. (MSRP \$19.99, 32 fl. oz.).

Arborjet's complete line of products are available for purchase [online](#) at TheDirtOnDirt.com, [Terrain.com](#), [Worms Way](#), and [Natural Organic Warehouse](#), or at local independent garden centers listed on the [Find A Retailer](#) tab. Visit [The Dirt On Dirt™](#) for more information and to upload photos and share your gardening experiences with the community. Find The Dirt On Dirt™ on [Facebook](#) and [Twitter](#) at @TheDirtOnDirt, and on [Instagram](#) too!

**Editor note:** Product samples and images are available upon request.

#### ***About [The Dirt On Dirt™](#)***

*The Dirt On Dirt™ is a community where gardeners come together to educate, empower, and motivate others to cultivate their own gardens, provide food for their families and of course get dirty! The Dirt on Dirt™ is a collaboration between Arborjet, who's patented "Tree Injection Technology" and formulations have revolutionized how we care for and treat trees worldwide, along with a group of courageous garden enthusiasts who enjoy sharing their knowledge and love of gardening. To learn more about The Dirt On Dirt™ and Arborjet's line of natural, sustainable home garden care products, visit [www.TheDirtOnDirt.com](http://www.TheDirtOnDirt.com).*

#### ***About [Arborjet](#)***

*Founded in 1999, Arborjet's mission is to provide the most effective and environmentally responsible formulations and equipment to promote overall plant health care and to preserve our natural and urban forests. The company is committed to researching and developing remedies for the world's most invasive pest insects and diseases to support arborists and enable them to safely treat near waterways and highly populated areas. Arborjet's products are for both residential and commercial application and are distributed throughout the United States. Arborjet is headquartered in Woburn, MA. To learn more about plant health products provided by Arborjet, visit [www.arborjet.com](http://www.arborjet.com).*

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