



## **REDUCE YOUR WATERING FROM WEEKLY TO ONCE A FORTNIGHT**

### TERRACOTTEM BUSINESS CASE

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We want to help councils achieve their climate reduction and sustainability goals. Planting with TerraCottem ensures you will save water up to 50% and reduces labour costs for your tree planting budget.

# Healthier Trees for a Better Future



Trees are vital to our everyday life. Trees enrich the community, provide shade and even are a relevant component to combat climate change. Planting more trees in our suburbs will contribute to reducing the temperature between 4-7%. More trees ensure a more liveable city, a more sustainable environment for years to come.

When you plant trees, you want to make sure BEST PRACTICE methods are applied. If you want to achieve:

- Water savings up to 50%
- Slash ongoing maintenance costs (because less watering is required)
- More plant growth, less stress
- Stronger & healthier roots
- Less tree replacements

Then TerraCottem® soil conditioning technology is the answer.

## Approximate Cost of watering without TerraCottem®:

Based on planting goal:

- 2000 Trees
- 45 Litre pots
- 50 litres of water per tree (watering 1 time a week)\*
- 100 kL of water per week
- Water costs based on lowest potable water rate: \$1.85 per kilolitre
- Estimated watering costs approx. \$185 per week

Per Week	Per 2 Weeks	Per 4 Weeks	Per 9 Months	TOTAL
\$185	\$370	\$740	\$6,660	<b>\$6,660</b>
100 kL	200 kL	400 kL	3,600 kL	<b>3,600 kL</b>

Application cost:

- Factors in Truck cartage and wages
- Based on \$4.10 per tree per visit\*\*

Per Week	Per 2 Weeks	Per 4 Weeks	Per 9 Months	TOTAL
\$8,200	\$16,400	\$32,800	\$295,200	<b>\$295,200</b>

**TOTAL COST WITHOUT TERRACOTTEM®**

**\$301,860**

\* Based on a case from S.A. with sandy soils

\*\* Based on average council cost



## Approximate Cost of watering with TerraCottem®:

Watering requirements:

- Once a week for first month:  $\$185 \times 4$  (weeks) = \$740
- Once a fortnight for remaining 8 months = \$185 per fortnight = \$2,960 in 8 months

Per Fortnight	Once a Week for 1 Month	Once a Fortnight over 32 Weeks (8 months)	TOTAL
\$185 (\$92.50)	\$740	\$2,960	<b>\$3,700</b>
100 kL (50 kL)	400 kL	1,600 KL	<b>2,000 KL</b>

Application cost: (based on watering weekly in the first month and fortnightly in the following 8 months)

- Factors in Truck cartage and wages
- Based on \$4.10 per tree per visit\*\*

Per 4 Weeks	Per 8 Months	TOTAL
\$32,800	\$131,200	<b>\$164,000</b>

<b>TOTAL COST WITH USING TERRACOTTEM®</b>	<b>\$167,700</b>
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## Cost Overview for TerraCottem®:

Considering TerraCottem is used for 2000 trees the following costs apply:

- 150 x 10kg buckets of TerraCottem Arbor at \$26.00 per Kilogram.
- Invest \$39,000 in TerraCottem and installation and reduce water by up to 40%

<b>TOTAL COST OF TERRACOTTEM®</b>	<b>\$39,000</b>
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<b>TOTAL COST + TERRACOTTEM®</b>	<b>\$167,700</b>
<b>TOTAL</b>	<b>\$206,700</b>

<b>TOTAL SAVINGS WITH TERRACOTTEM®</b>	<b>\$95,160</b>
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## Planting Advice with TerraCottem®:

Planting a 400 millimetre pot (45 litre) in a hole double the size of the pot:

1m x 1m x 0.5m = 0.5m<sup>3</sup> at a rate of 1.5 kgs per m<sup>3</sup> (based on recommended rates).

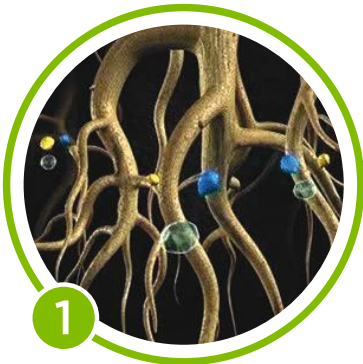
1.5 Kgs per m<sup>3</sup> = 750 grams of TerraCottem® per hole mixed throughout the backfilled soil around the root ball of the tree.

By using TerraCottem® soil conditioner at the rate of 750 grams per tree with an approximate cost of \$18.00 per tree, TerraCottem® activates when the plant is watered. Polymers absorb water and nutrients and stay activated in the soil for a minimum of 8 years depending on the environmental conditions. The root growth precursors in TerraCottem® promote the growth of the plantroot hairs. The TerraCottem® polymers take advantage of the capillary action in the soil to also absorb the water.

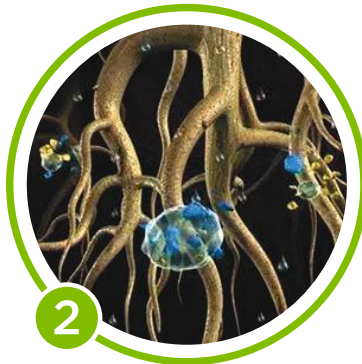
- Save 50% of your watering
- Save up to 50% off your fertilising costs
- Stronger and healthier root system
- More growth, Less stress

By using TerraCottem® and our recommended TerraCottem® watering program you not only save water, but can save your business labour costs. Invest your savings in more trees and TerraCottem® if you want to help the environment and reduce your water needs by up to 50%!

## How Does it Work?



1  
TerraCottem® works in the root zone, it must be well mixed with the soil



2  
TerraCottem® activates when the plant is watered. Polymers absorb water and fertilisers



3  
The ingredients support the growth of the plant's hair roots. Capillaries penetrate the polymers and take up the water they need



## Estimation of Tree Failure Costs

Clients that use TerraCottem® report a significantly higher tree survival rate of up to 90% whilst reducing inputs and replacement costs. Without TerraCottem®, up to 40% of newly planted trees are at risk to fail during or shortly after establishment. By investing in TerraCottem®, you invest in the longevity of the trees you plant and can reduce the risks associated with failed trees. Save time and money on tree failures to reinvest your savings in trees for your communities' greening programs, plus improve health and community resilience.

ITEM	COST/AUD
Average tree replacement cost	\$300
Maintenance and watering*	\$100
<b>TOTAL COST OF NEW TREE**</b>	<b>\$400</b>

## Failure Rate (FR) and Replacement Cost/AUD

ANNUAL TREE PLANTING	2,000	SAVE
10% FR	\$80,000	-
20% FR	\$160,000	\$80,000
30% FR	\$240,000	\$160,000
40% FR	\$320,000	\$240,000

\* Based on 12 weeks

\*\* As per local city council



Increase **tree** survival rate whilst reducing **replacement costs**





## TerraCottem®'s components have a synergetic effect on plant growth. Every component in TerraCottem® is measured to deliver a greater combined effect.

TerraCottem® helps you achieve successful planting projects despite the challenging effects of poor soils and climate change. Soil is life. Soil is the skin of the earth. But not all soils are conducive to good plant growth. Many soils need to be amended or conditioned.

Suitable for turf, trees, shrubs, seedlings, annuals, perennials and more.

- Faster and healthier plant establishment
- Reduced water and fertiliser needs for more than 8 years
- Less tree replacements, less labour

TerraCottem® has been on the international market since 1993. All TerraCottem® products are accredited or certified by independent laboratories and/or research institutes.

As a leading product globally, TerraCottem® is doing commercial and scientific work with reputable organisations and companies in over 40 countries. Having the smart approved water mark also proves that the product does what it says on the label: help reduce the need for irrigation water.



**Create sustainable,  
waterwise landscapes  
that last with  
TerraCottem!**



# TerraCottem® universal

TerraCottem® universal is the original TerraCottem® soil conditioner and can be used for all types of planting projects such as trees, shrubs, revegetation, annuals, perennials, roof gardens, agriculture, horticulture and potting soils. The soil conditioner helps you to succeed in your planting projects despite challenging conditions generated by poor soil and climate change.

TerraCottem® universal is a granular mixture based on volcanic lava, water-absorbing polymers, NPK fertiliser with trace elements and biostimulants.



# TerraCottem® arbor

TerraCottem® arbor stimulates growth of trees and shrubs, boosts their resistance to drought stress and increases their survival rate. It saves you the cost of replacing dead plants. TerraCottem® arbor is a granular mixture based on volcanic lava, water-absorbing polymers, NPK fertilisers with trace elements, humic acids and biostimulants.



# TerraCottem® turf

TerraCottem® turf is the soil conditioner for ornamental and sports grass. Grass that has been seeded or turfed on soil in which TerraCottem® turf has been incorporated will be more resistant to drought. It will stay green longer and recover better after a period of drought compared to untreated grass. TerraCottem turf is a granular mixture based on zeolite, water absorbant polymers, NPK fertilisers containing magnesium and biostimulants.



# TerraCottem® complement

TerraCottem® complement has been specially formulated for applications in flower beds and horticulture previously treated with the “universal” soil conditioner. TerraCottem® complement replenishes the components that have been consumed by the plants during the previous growing season and those lost each time a crop or annuals are pulled from the soil. Due to its application the nutrient and water holding capacity of soils and growing media is kept in optimal conditions.

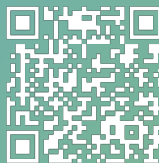
TerraCottem complement is volcanic lava enriched with NPK fertiliser with trace elements, waterabsorbant polymers and biostimulants.





# NATURE JUST GOT BETTER

More resistant, healthier  
and productive plants, trees  
crops & grass



SCAN our QR Code and find your local distributor!

[terracottem.com.au](http://terracottem.com.au)

