

Press Release

Spring Rally

The Way to a Perfect Lawn: MTD-Gardening Equipment for a Successful Start in the Gardening Season

Saarbrücken, March 16th, 2009

Fit in spring: MTD, the leading manufacturer of power gardening equipment, introduces its comprehensive assortment of brand-name products. With them, hobby gardeners can take off into spring.

For a Healthy Lawn: Verticutting

After a long winter, the lawn in your garden often offers a disheartening view: thatch instead of a plush green carpet. It desperately needs a spring beauty treatment. Verticutting. But why? Because moss, leaves and decaying plants have formed the notorious lawn thatch. It functions like a sponge collecting water and nutrients, as well as keeping light and air from the sod. The lawn becomes waterlogged and can't breathe, which limits the growth of the grass drastically. Correct verticutting can remove this thatch. Once again, light, air and water can reach the soil and the roots of the grass. The result: after a few weeks of regeneration the lawn grows better and thicker than before, especially when it's fertilized and mowed regularly.

MTD offers gardening fans a wide variety of verticutters for all their needs and different lawn sizes; from the starter model VE 30 B with an electric engine especially suited for smaller lawns, to the petrol driven machine VG 45 BM, with a working width of 45 cm and a fully foldable, ergonomic handle that is also suited for mowing larger lawns.

For a Healthy Lawn: Mulching

Grass accumulates when you mow your lawn. You can either dispose of it or use it for lawn care – as mulch. However, to do so you need a mulching mower and MTD offers these in their range. What's so special about mulching? Thanks to the special form of the deck and the blades, the grass is chopped up into tiny little pieces that fall back into the sod.

These grass particles consist of water and organic matter that act as a natural fertilizer and protect the soil from drying out.



This makes mulching very economic because you save a) time, b) fertilizer and c) water. Regular mulching keeps your lawn healthy and green especially in summer.

MTD-mowers with a mulching option are available in many variations – as hand-operated mowers, with electric and petrol engines or as ride-on mowers and lawn tractors – and for all lawn sizes.

For a Healthy Lawn: Mowing

How often and which equipment you use to mow your lawn with depend on many different factors. Growth factors are primarily decisive here – sun, soil properties and the frequency and intensity of precipitation. As a rule of thumb keep in mind that mowing more often and cutting less off the grass lead, in the long run, to a healthier, more hard-wearing lawn. But also how you use your lawn and the size of the lawn itself decide on the machine you choose. Whether a hand-operated mower with an electric or gas engine, a ride-on mower or lawn tractor with a one, two or three blade deck – if you're unsure ask a specialist or visit the MTD-website for more information.

No matter how you decide - all MTD-machines have one thing in common: you get robust technology at a very fair price. MTD gardening equipment is available in well-sorted home improvement stores and garden centers.

MTD – High performance, fair price

The most comprehensive assortment of motorized garden equipment for almost every possible use in is produced under the brand name MTD. Hobby gardeners can select from a wide range of different products that all have one thing in common: they are user friendly, robust and tough. When you select an MTD-product, you select a long lasting companion for your gardening work. MTD-brand equipment is sold in home improvement stores and garden centers.

About MTD Products AG

MTD Products AG in Saarbrücken-Bübingen is the European headquarters of MTD Products Inc., which is based in Cleveland, Ohio (USA). It was established after the takeover of the tradition-rich German manufacturer GUTBROD by MTD in 1996. MTD has more than 20 production and sales locations worldwide, employing about 10.000 people. Its market share places it among the top-ten manufacturers of powered garden equipment worldwide.

In Europe, MTD has its own sales locations for Germany, France, Belgium, Austria, Denmark, Hungary, Sweden, Switzerland, Bulgaria, Russia and Poland. All other European markets are serviced via sales partners and importers.

The MTD portfolio in Europe comprises the brands MTD, Bolens, GUTBROD, Yard-Man and Cub Cadet. Its product range includes electric and petrol lawn mowers, verticutters, lawn tractors, compact tractors, ride-on mowers, shredders, trimmers, garden tillers, snow throwers, quads and chain saws. The European product plants are located in Saarbrücken-Bübingen and in Nemesvamos (Hungary).