

# march checklist

## TO DO IN THE GARDEN

compliments of our Altum's landscape experts

-  **exterminate crabgrass**  
Between now and May 1st, lay the groundwork for a healthy yard by applying **MaxLawn Step 1** for crabgrass problems.
  -  **beat weeds to the punch**  
Apply a fresh layer of **Altum's Hardwood or Forest Fines Mulch** for early prevention of weeds and grass in tree and shrub beds.
  -  **color your world**  
Liven up your flowerbeds and containers with some hearty, colorful pansies and other cool-loving annuals. Give garden newcomers a dose of **Blooming & Rooting** for big blooms and healthy plants all season.
  -  **patch it up**  
Bare spots beware! Reseed and reestablish an evenly thick and healthy lawn with **Execu-Turf** grass seed, formulated especially for Indiana Lawns and **MaxLawn Starter Fertilizer** for best results.
  -  **dream big**  
Share your ideas or allow us to offer some of our own! Either way, the Altum's Landscape Team is your resource for big backyard sanctuaries, instant curb appeal, or small spruce ups. Give us a call at 733.GROW.
  -  **feed the masses**  
Give your trees, shrubs, perennials, and bulbs some much-needed attention with **All Purpose Fertilizer 12-12-12**.
  -  **get a head start**  
Sow your vegetable seeds indoors to give your garden a jumpstart. And stage your own spring revival right on your windowsill with a variety of fresh herbs.
- just ask.** Gardening is always a work in progress. Every garden, every season, and everyone's idea of beauty is unique. So for emerging garden challenges, questions, and help along the way, just stop by, give us a call at 317. 733.GROW, or visit us online at [www.altums.com](http://www.altums.com) for friendly, expert advice.

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317-733-GROW (4769)  
[www.altums.com](http://www.altums.com)

**STORE HOURS:** Mon-Sat » 9-6, Sun » 10-5  
Sign-up for Altum's Email updates at [www.altums.com](http://www.altums.com)

**keep growing**  
*Grow & Go*  
30-MINUTE MINI WORKSHOP SERIES

**beautiful gardens for busy people**  
There are only so many hours in a day. But here's your chance to do something good for you and your garden in 30 minutes or less! Introducing our **GROW&GO** 30-minute mini garden workshops, designed especially for busy people.  
**SEATING IS LIMITED, SO SIGN UP EARLY to SAVE YOUR SPOT.** Please call 317-733-GROW (4769) or email us at [altums@altums.com](mailto:altums@altums.com).

**much ado about mulch**  
Hold your nose and heep it on. Get the inside scoop on the Top Ten reasons mulch really does matter. **SATURDAY, MARCH 22 at 9:30a and THURSDAY, MARCH 27 at 9:30a**

**quick curb appeal**  
Make a big impact in a short amount of time with front yard spruce ups straight from the experts. **SATURDAY, MARCH 22 at 10:15a and TUESDAY, MARCH 25 at 9:30a**

**prune like a pro**  
Leave with your own cheat sheet on when, how and why you make the cut. **SATURDAY, MARCH 22 at 11:00a, TUESDAY, MARCH 25 at 10:15a and THURSDAY, MARCH 27 at 10:15a**

**IDEAS THAT BLOOM: The Altum's Gift Card!**  
For special occasions or to make any occasion special! Available in any denomination.

 317.733.GROW

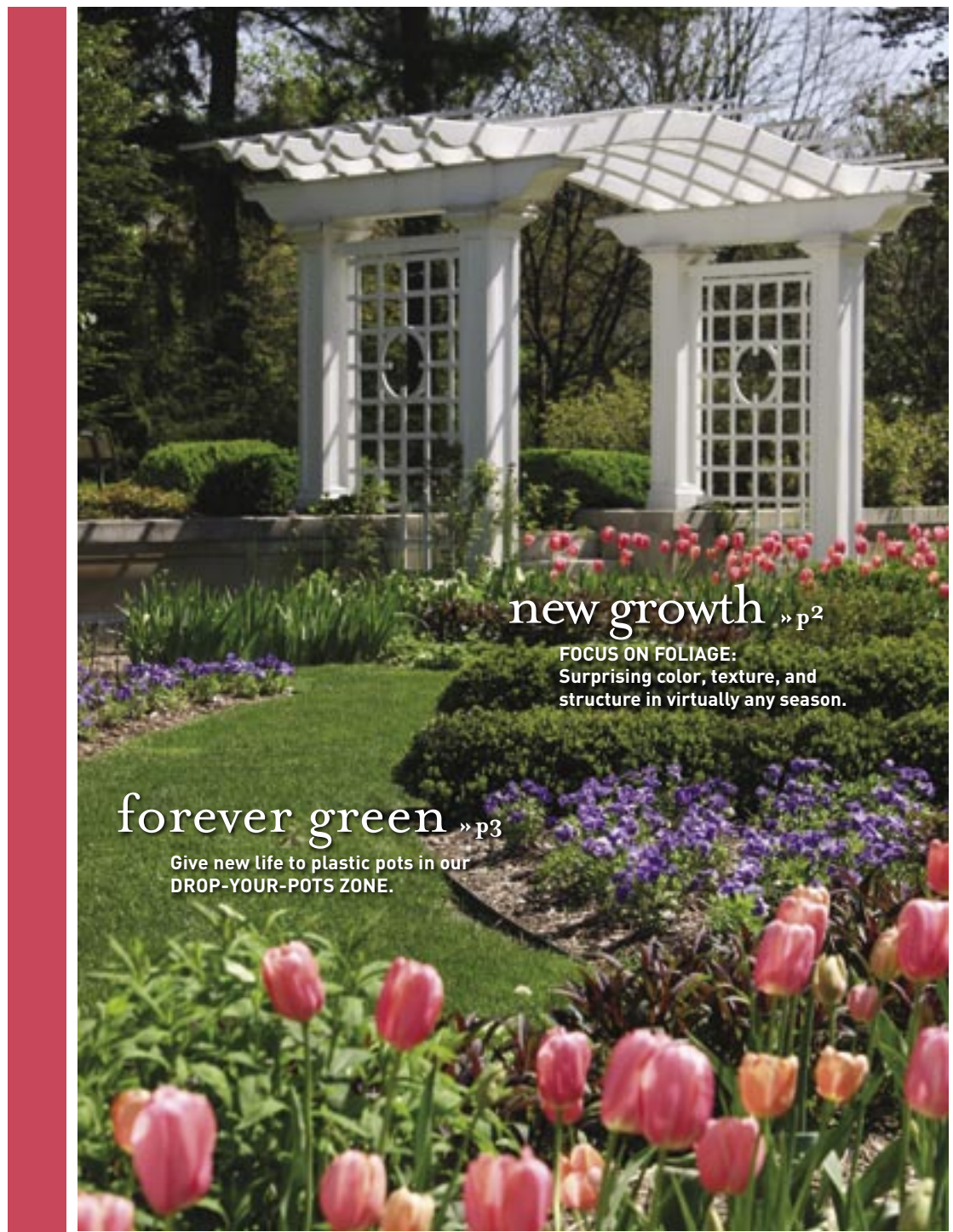
**COVERING (NEW) GROUND**  
MARCH 2008

p6

celebrating 50 years!  **Altum's** SM always groundbreaking

# COVERING (NEW) GROUND

MARCH 2008 THE NEWSLETTER FOR GARDENERS



**new growth** » p2  
FOCUS ON FOLIAGE:  
Surprising color, texture, and structure in virtually any season.

**forever green** » p3  
Give new life to plastic pots in our **DROP-YOUR-POTS ZONE.**

 **march checklist** » p5  
TO DO IN THE GARDEN

11335 North Michigan Road | Zionsville, Indiana 46077 | 317.733.GROW  
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## focus is on FOLIAGE

Surprising color, texture, and structure in virtually any season



**Blooms may be beautiful, but foliage is the trendy new focus in container gardening.** That's because it's come a long way from conventional spikes, asparagus fern, and vinca vines. Today, foliage comes in a dizzying array of colors, patterns, shapes, and textures, all designed to transform your pot or garden planting from expected to extraordinary! Colors are more brilliant (think chartreuse, wine, lemon-lime, and gold) and variegated, mottled, and striped foliage echoes color in other areas of your container. Add character and incredible texture in puckered, laced, and wispy foliage that begs to be touched. And don't miss our indoor "tropical" foliage, new this spring. Stop by and we'll share the secrets to taking indoor foliage plants outside with amazing results. You'll also want to check out our inspiring line of containers in trend-setting and classic colors, styles, and sizes. So focus in on a new approach to container gardening and let us know how we can help.

## what we did THIS WINTER



As if spring isn't reason enough to venture back outside, we've got a few more surprises that may be of interest. Look for a newly expanded covered pavilion in our shade plant area, designed to bring you even more varieties. Come inside for some tropical inspiration and consider all the ways to green up your home with a really spectacular range of large houseplants and interesting green foliage varieties. And, because less time in line means more time in your garden, we've updated to a new speedy check out system. Watch for more ways we're working to make your garden experience even more rewarding.

## earth friendly MADE EASY

Give new life to plastic pots

Being earth-friendly is nothing new at Altum's. But we've found a few more ways to do our part and make it simple for you to do the same. Look for the store's *earth friendly* corner and our *drop-your-pots zone*, designed in partnership with Indianapolis Recycled Fiber. Then simply drop your plastic pots in *the zone* and together we'll reduce one of the biggest sources of waste in the garden industry.



## well established

FIFTY YEARS IN THE MAKING

### Bob Altum's Living Legacy

"let us be grateful to people who make us happy; they are the charming gardeners who make our souls blossom."

— Marcel Proust

To Bob Altum, every landscape is his own backyard. From the first tree in 1958 to the spectacular, fanciful, and charming landscapes that followed, Bob has worked with purpose and passion, building beautiful gardens and lasting relationships with his clients. For 50 years, he and his team have started every job with the most robust, vibrant plants from handpicked local suppliers who know the soil and stake their reputation on quality. Bob appreciates the "local mentality" because he practices it himself, investing his time, attention, and resources in giving the best to his clients. This is how he earned the trust and business of generations, who learned, one after the other, that Bob's creativity, personal touch, and painstaking

perfection were what made—and continue to make—the Altum's name. We are proud to continue this family tradition and we invite you to join Bob and all of us at Altum's in celebrating our 50th anniversary in landscaping. We have some exciting things in store, including special plant introductions, new opportunities for you and your garden to grow, innovative ideas and garden products, an ongoing commitment to environmentally friendly garden practices and products, valuable sales events, and so much more. We continue to practice Bob's garden principles and share his belief that there have always been two rewarding things worth building: gardens and relationships.

**Always groundbreaking.**

Don't miss Pansy Pandemonium!

March 28 through April 6.

**\$12 FOR A FLAT OF 10**

