

Root Booster STRIPS Increase Water Efficiency & Landscape Outcomes in Record Heatwave

⊗ PROBLEM

Relentless Heat

Summer in Dallas-Fort Worth is nearly always characterized by extreme heat, and predictions for 2023 were especially brutal. Forecasts were ultimately correct and The National Weather Service reported it as the third hottest and fourth driest summer in the region's history. Unfortunately, such relentless, scorching temperatures spell disaster for even the most resilient plants and trees.

✔ SOLUTION

Innovative Rain Bird® Technology

In the hopes of protecting his landscapes, one proactive contractor decided to put a new technology to the test. Rogelio Ortiz, owner of Green Hills Landscaping and Construction, turned to **Rain Bird's Root Booster STRIPS**, designed to improve landscape outcomes and maximize water efficiency in extreme environments.

BURFORD HOLLY

STRIPS

✓ Lush Foliage



No STRIPS

✗ Sparse Foliage



APPROACH:

Proactive Planning

In mid-May, Rogelio planted two Burford Holly bushes (*Ilex cornuta* 'Burfordii'), two Wax Myrtles (*Myrica cerifera*), and two Vitex (*Vitex agnus-castus*) trees. One of each species was planted *with* Root Booster STRIPS and another of each species was planted *without*. Throughout the summer, members of each pair were subjected to the same conditions and watered equally with a hose.

THE RESULTS:

Surviving and Thriving

By early September, the impact of Root Booster STRIPS on landscape health and vitality was clear. In the face of an exceptionally hot summer, Root Booster STRIPS proved to be a game-changer for Rogelio. The strips not only helped the plants survive but *thrive* under harsh conditions. The Burford Holly bushes, Wax Myrtle trees, and Vitex trees with Root Booster STRIPS consistently outperformed their non-STRIP counterparts, demonstrating STRIP's impressive effectiveness in improving landscape resilience and water efficiency.





Root Booster STRIPS NEW

These eco-friendly textile strips are buried at the roots of plants and trees during planting. STRIPS store and transport water and air from the surface down to the roots via capillary action. This prevents water waste due to evaporation and ensures that plants and trees have access to stored resources even during dry spells.

WAX MYRTLES



STRIPS

✓ Lush Foliage & New Buds



No STRIPS

✗ Sparse Foliage

VITEX TREES



STRIPS

✓ Flowering



No STRIPS

✗ Not Flowering

“ This product keeps the moisture in the soil, resulting in healthier plants, producing flowers and buds even during one of the most intense summers we had in Texas.

ROGELIO ORTIZ
OWNER AND PRESIDENT,
GREEN HILLS LANDSCAPING AND CONSTRUCTION, CO.