



Lawn & Landscape  
**Journal**

**JVS**  
**LANDSCAPING**  
WHERE SERVICE AND QUALITY ARE ALWAYS IN SEASON!

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## GARDEN COLOR NOW, AND ALL YEAR 'ROUND

We wait so long for summer that it seems almost criminal not to make the most of it with colorful gardens! At JVS, we have some suggestions to create splashes of interest all around your property with beautiful annuals.

The first thing we suggest is that you take a stroll outside your home and note all of your garden areas and containers. Look at those areas that haven't been colorful in the past. Start imagining pinks, blues, purples, yellows, oranges and whites in both conservative and showy combinations. Just imagine how much more interesting your spaces will be with color. Our design team can help you choose the right plants in the right sequence of hues - which makes the difference between having just a nice garden and one that is absolutely beautiful for you and your friends to enjoy.

To review the possibilities and implement memorable garden spaces that you can enjoy this summer, give our design team a call today.

*Extend the beauty of your garden by planning for four-season color. Here are 10 key ways to accomplish this:*

1. Use flowering shrubs in your perennial border. Shrubs such as rugosa roses and hypericum have wonderful summer flowers and bring great autumn interest.
2. Choose plants not only for their flowers, but for their foliage. Perennials like hellebore and ornamental grasses are admired throughout the year for their eye-catching foliage.
3. Create interesting, captivating hardscapes year 'round. Pergolas and stone walls add vital structure, interest and definition...especially in the winter months.
4. Put perennials and shrubs in your containers. They require less watering than annuals and provide extended interest through their foliage.
5. Balance deciduous plantings with evergreens such as globe yews, supplying a strong focal point for a garden and offering contrast through every season.
6. Don't be too tidy. Leaving some perennial foliage up in the winter can be interesting.
7. Annuals aren't just for summer. There are wonderful annuals that flower in the spring and fall to lend punches of color. Sunflowers and cabbages, for example, extend summer color well into fall.
8. Naturalize early-blooming bulbs in areas viewed from your home's windows to bring on the feeling of spring as quickly as possible.
9. Plan a color palette for each season. This will help your plants to evolve gracefully into the seasonal gardens.
10. Have fun and experiment. And remember that beauty is in the eye of the beholder!

*To review the possibilities and implement memorable garden spaces that you can enjoy this year, call us today!*



GREETINGS FROM JOE!



Dear Valued Client:

It's hard to believe that summer is here!

This has been a busy growing season, and I trust that you've been satisfied with our services so far. I want you to know that at JVS, we're committed to delivering the greatest return on our clients' landscape investments through quality service and workmanship. We strive hard to uphold this commitment by holding weekly educational meetings. Your satisfaction has always been, and always will be, very important to our company. Quite simply, we want you happy. It's very important that you let us know how we're doing, and please don't hesitate to contact me or our staff immediately whenever you have a question or concern regarding your property.

I'm also very proud to announce that two of our team members have passed the tests for their New Jersey applicator's licenses. Please help me congratulate Edilberto Campos and Michael Williams! Great going! In addition, on behalf of the Professional Landcare Network (PLANET), program sponsor CAN, and Ariens/Gravelly/Stens, JVS has received three national awards for Safety Recognition.

In closing, I appreciate and treasure our relationship with you. And if you know someone who's looking for a great landscape, send them our way! Have a great and safe summer season.

Sincerely,

**Joe Soccodato**  
 Founder and President

# YOUR LANDSCAPE & LAWN: WHAT ARE THEY REALLY WORTH?

Even a simple landscape in Bergen County represents thousands of dollars in value. Some landscapes increase property value by as much as \$50,000 to \$150,000. A 20-year-old oak or a full-grown magnolia is nearly impossible to replace if lost, but continues to add value to your home as it matures. A single shrub that cost you \$200 to install a few years ago may easily be worth eight to 10 times that amount today. You have a solid, rapidly growing investment in your landscape. Below are four important ways that JVS Landscaping can help to keep your private green machine in top condition...and growing in value.

## 1. INSECTS

Insects can cause extensive damage as they eat their way through your property. Scheduling our professional lawn and tree IPM programs will keep insect problems under control. Some insects are cyclical, and preventative treatments can often stop most problems before they cause costly damage.

## 2. DISEASES

There are over 5,000 plant diseases. Many can damage your trees, shrubs and lawn if left unprotected. Preventative or curative treatments can be arranged to protect your plantings. Make a note of any plants that aren't looking as healthy as they should, and let us know when there's a problem. We're here to help safeguard your investment.

## 3. FEEDING

Good fertility management avoids the "feast or famine" results of irregular feeding schedules. Delivering the right doses of nitrogen, phosphorus and potash at the proper times of year improves the health and appearance of your lawn and landscape.

## 4. WEEDS

Weed management takes a combination of efforts. Pre-emergent weed controls keep weed seeds from germinating (this is done in the early spring). Post-emergent weed controls work ONLY after weeds sprout. And did you know that MULCHING annually greatly reduces weed problems in beds?

To review the possibilities and implement a program, or to upgrade to a turf and shrub IPM program, call us today! We're here to help protect the value of your lawn and landscape and deliver the greatest return on your landscape investment.

## AS THE EXPRESSION GOES...

Good things come to those who wait! Install some tulips, daffodils and hyacinths in your yard this fall so that you'll be the talk of the neighborhood next spring. With our special offer, you won't be able to resist putting a little excitement in your landscape.

You'll receive  
**10% OFF all bulb orders**  
placed with JVS Landscaping by September 12, 2005.

So don't dilly-dally around...give one of our professionals a call today so they can make some suggestions that are sure to turn heads!

## SAVE YOUR SWEAT FOR THE GYM! IF YOUR PROPERTY NEEDS:

- Designs for outdoor living
- Landscapes
- Pavers/hardscapes
- Maintenance services
- Snow plowing



*We're always here to help you improve the year-round beauty of your property. A spruced-up outdoor area lends additional living space for family fun and entertaining, just in time for summer.*

## WHAT OUR CLIENTS ARE SAYING...

### On our flower installations...

I saw the flowers this morning...they looked great...

Anton Semprivo, Maintenance Client

### On our mulching...

Joe,

Edging and mulch look great.

Tim Frank, Maintenance Client

Joe,

I just wanted to say the work you did came out beautiful, and you did a very neat job. THANKS!

Mark Menzella, Spring Clean-up/Mulch Client



## REMEMBER...

### IT'S PRUNING SEASON!

Just a quick reminder...the pruning months are July through September. If you have any specific instructions for us, please let us know. Otherwise, relax and enjoy the summer with family and friends, and let our teams handle your pruning...and sweating!

If you haven't contracted with our shrub pruning service, there's still time. However, our summer pruning schedule is almost filled!

Now is also a great time to install that landscape project you've been dreaming of or to get on our 2005 fall clean-up schedule. I know fall is months away, but our fall schedule fills up fast!

FOR MORE CLIENT TESTIMONIALS, GO TO [WWW.JVSLANDSCAPE.COM](http://WWW.JVSLANDSCAPE.COM).  
JUST CLICK ON TESTIMONIALS AND LISTEN!