

### **Product Name**

GreenView® Grass Seed Starting Mulch, 18lb., 360 sq. ft. 38 lb., 760 sq. ft.

### **SEO-Friendly Title (will be adjusted based on search analysis)**

GreenView® Grass Seed Starting Mulch – ideal for newly seeded lawns and bare spots. Helps protect and hold seed in place, retains water, and contains starter fertilizer for grass seed to help root development. Perfect grass patch repair for lawns. 18lb., 360 sq. ft. 38 lb., 760 sq. ft.

### **Short Description**

GreenView® Grass Seed Starting Mulch is specifically designed to be used on newly seeded lawns and bare spots. It is a 100% weed-free mulch that protects grass seed and holds it in place. It retains water to keep seeds moist and has starter fertilizer to encourage strong root development. It is biodegradable and won't fly away in the wind. When paired with GreenView® Pure Grass Seed, you will have the lawn of your dreams in no time. Grass seed is sold separately.

### **PDP Bullet Points** (only have 4 so need to be short)

- Retains moisture
- Contains starter fertilizer
- Protects and holds seed in place
- Guaranteed performance

## *Product Detail Tab Information*

### **Long Description**

GreenView® Grass Seed Starting Mulch is specifically designed to be used on newly seeded lawns and bare spots. It's the ideal choice for those who want to ensure that their newly seeded lawn grows into a lush, deep green, healthy lawn.

We specifically designed GreenView® Grass Seeding Mulch to replace the messy and burdensome straw application that is not always effective.

Our Grass Seed Starting Mulch is 100% weed-free. It protects grass seed and holds it in place. Each biodegradable pellet can hold 3X its weight in water, helping to keep seeds moist. Unlike straw, our Grass Seed Starting Mulch contains starter fertilizer for grass seed to encourage strong root development and won't fly away with the next gust of wind.

When paired with GreenView® Pure Grass Seed, you will have the lawn of your dreams in no time. Grass seed is sold separately.

Long Live Your Lawn®

### **Bullet Points**

- **Retains Moisture** - Our pellets hold 3X their weight in water helping ensure lawn seeds stay moist so they can germinate.
- **Contains Starter Fertilizer** - Encourages strong new roots to develop, helping you achieve a lush, beautiful lawn.
- **Protects and Holds Seed in Place** - Grass Seed Starting Mulch covers your grass seed protecting it and keeping it in place and in contact with the ground, helping promote germination.
- **100% Weed-Free** - Unlike other mulches and straw, there are no weed seeds in our Grass Seed Starting Mulch.
- **Biodegradable** - Our Grass Seed Starting Mulch breaks down naturally, so there is no waste and no mess to clean up after your lawn grows in.
- **Guaranteed Performance** - When coupled with our Pure Grass Seed, you will have the lawn of your dreams in no time, guaranteed.
- **Grass Seed is Sold Separately**
- **Coverage Area** – 18lb., 360 sq. ft. 38 lb., 760 sq. ft.

### Keywords:

- Lawn seed
- Starter fertilizer for grass seed
- Grass patch
- Grass patch repair for lawn