

961-410

(8/31/2012 (

1/27



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON D C 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Jeanette A Covert
Product & Regulatory Associates, LLC
P O Box 1683
Voorhees, NJ 08053-9998

AUG 31 2012

Dear Ms Covert

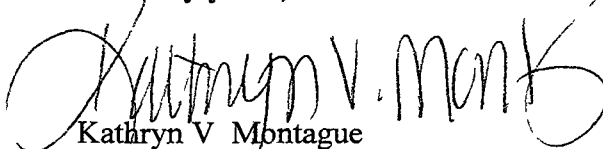
SUBJECT Label Amendment – Additional Marketing Claims
WK08201
EPA Registration No 961-410
Your Resubmission Dated August 1, 2012

The label amendment referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable provided that the following items be addressed

- 1 NOTE While no additional data is being requested at this time, marketing claims made on the pesticide label must be substantiated by data maintained in your files. If data supporting marketing claims made on the product label is not available then those claims must be removed.
- 2 Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

- 3 Products released for shipment after 18 months from the date on this notice or the next printing of the label whichever occurs first, must bear the new revised label If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA Your release for shipment of this product constitutes acceptance of these conditions This label supersedes all previously accepted labels You must submit one copy of the final printed label before the product is released for shipment A stamped copy of the label is enclosed for your records If you have any questions, please contact Dianne Morgan by phone at (703) 305-6217

Sincerely yours,



Kathryn V. Montague
Product Manager (23)
Herbicide Branch
Registration Division (7505P)

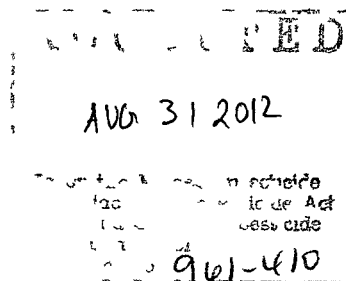
Enclosure

3/27

WK08201

[Alternate Brand Names

Preen Weed Preventer
 Preen Southern Garden Weed Preventer
 Preen Weed Preventer Southern [Garden] Formula
 Preen Weed Preventer for Southern Gardens
 Preen Southern Weed Preventer
 Preen Weed Preventer for Xeriscapes
 Preen Weed Preventer for Southwest Xeriscapes
 Preen Weed Preventer for Xeriscape Gardens
 Preen Xeriscapes Weed Preventer
 Preen Weed Barrier for Xeriscapes
 Preen Xeriscapes Weed Barrier
 Preen XeriSmart Weed Preventer
 Preen XeriSmart Weed Barrier
 Preen Southwest Weed Preventer
 Preen Southwest Weed Barrier
 Preen Weed Preventer for the Southwest
 Preen Weed Barrier for the Southwest
 Preen Weed Preventer for Southwest Landscapes
 Preen Weed Barrier for Southwest Landscapes
 Preen Rock Garden Weed Preventer
 Preen Rock Garden Weed Barrier
 Preen Weed Preventer for Rock Gardens
 Preen Weed Barrier for Rock Gardens
 Preen Rock-scape Weed Preventer
 Preen Rock-scape Weed Barrier
 Preen Southern Weed Barrier
 Preen Southern Weed Inhibitor
 Preen Southern Weed Shield
 Preen Southern Weed Eliminator
 Preen Southern Weed Defense
 Preen Southern Weed Preventer with Battery Powered Spreader]



[Place holder for Marketing Claims]

[Place holder for Logo]

Active Ingredient dithiopyr
Other Ingredients
Total

0 27%
99 73%
 100 00%

EPA Reg No 961-410
 CAS No 97886-45-8

(L) (D)
 EPA Est No 961-PA-01, 961-IL-01
 Superscript used is first letter of lot number

KEEP OUT OF REACH OF CHILDREN

CAUTION

See [booklet or back panel] for First Aid and additional Precautionary Statements

In the state of New York, do not apply more than 2 1 lbs per 1,000 sq ft per year (equivalent to 0 25 pounds of active ingredient per acre) Use of this product in Nassau and Suffolk counties of New York is prohibited

[MANUFACTURED BY] [Distributed by] [Produced for]

LEBANON SEABOARD CORPORATION

1600 EAST CUMBERLAND STREET

LEBANON, PA 17042

Made in the USA

1-800-233-1067

[www lebsea com] [www greenviefertilizer com] [www preen com] [www xxxx com]

Covers [X,XXX] Square Feet [SQUARE FEET] [SQ FT] [Sq Ft]

Net Weight [Net Wt] xx lbs [LBS] [POUNDS] (xx x kg) [(XX X KG)]

Treats XX,XXX Sq Ft [SQ FT] [Square Feet] [SQUARE FEET]

Xxx lb covers up to xxx sq ft

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION

Causes moderate eye irritation Harmful if swallowed, inhaled or absorbed through the skin
Avoid contact with eyes, skin or clothing Users should remove clothing immediately if pesticide gets inside Then wash thoroughly and put on clean clothing Prolonged or frequently repeated skin contact may cause allergic reaction in some individuals Wash hands before eating, drinking, chewing gum, using tobacco or using the toilet

First Aid	
If in eyes	<ul style="list-style-type: none"> • Hold eye open and rinse slowly and gently with water for 15-20 minutes • Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye • Call a poison control center or doctor for treatment advice
If swallowed	<ul style="list-style-type: none"> • Call a poison control center or doctor immediately for treatment advice • Have person sip a glass of water if able to swallow • Do not induce vomiting unless told to do so by a poison control center or doctor • Do not give anything by mouth to an unconscious person

If on skin or clothing	<ul style="list-style-type: none"> • Take off contaminated clothing • Rinse skin immediately with plenty of water for 15-20 minutes • Call a poison control center or doctor for treatment advice
If inhaled	<ul style="list-style-type: none"> • Move person to fresh air • If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible • Call a poison control center or doctor for further treatment advice
Have the product container or label with you when calling a poison control center or doctor, or going for treatment For Emergency Medical Information call (888) 208-1368	

Environmental Hazards

This product is toxic to fish. Drift and runoff may adversely affect aquatic organisms. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather will help to ensure that wind does not blow pesticide off the treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the garden will help to prevent run off to water bodies or drainage systems.

Directions for Use

It is a violation of Federal law to use this product in any manner inconsistent with its labeling.

Product Information

WK08201 prevents most weeds from germinating for up to 4 months in [xeriscapes settings] [rock gardens] [Southwest] [ornamental] [and] [flower beds], and around ground covers, trees and shrubs. Although this product will not kill existing weeds, it will prevent new listed weeds from sprouting – eliminating the need for difficult and time-consuming hand weeding. Without weeds, your valuable plants can grow larger and stronger. [Your beds will stay neat all season long.]

Precautions and Restrictions

NOT FOR USE ON PLANTS BEING GROWN FOR SALE OR OTHER COMMERCIAL USE, OR FOR COMMERCIAL SEED PRODUCTION OR FOR RESEARCH PURPOSES. FOR USE ON PLANTS INTENDED FOR AESTHETIC PURPOSES OR CLIMATIC MODIFICATIONS AND BEING GROWN IN ORNAMENTAL GARDENS.

Do not apply this product in a way that will contact any person or pet, either directly or through drift. Keep people and pets out of the area during application.

Intended for Residential Use

Not for use on vegetable gardens or lawns

Only apply WK08201 to established ornamental plants listed on this label Do not apply to plants that are under stress Do not over-apply or mix this product into the soil, as injury may occur to plants which are sensitive to WK08201 **This product is not for use on vegetable gardens or lawns**, or for use in enclosed areas, such as greenhouses Do not apply another herbicide within 4 weeks of application of this product

Do not apply more than 4.25 lbs of this product per 1,000 sq ft per application, and no more than 12.75 lbs of this product per 1,000 sq ft per year

In the state of New York, do not apply more than 2.1 lbs per 1,000 sq ft per year equivalent to 0.25 pounds of active ingredient per acre) Use of this product in Nassau and Suffolk counties of New York is prohibited

Entry Restrictions

Do not allow people or pets to enter the treated area until dusts have settled If product is watered-in, do not enter or allow others to enter the treated areas (except those involved in the watering) until the watering-in is complete and the surface is dry

Weeds Controlled

Grassy weeds Barley, Barnyardgrass, Bluegrass, Annual, Brome, Buttercup, Crabgrass Large, Smooth, Southern, Crowfootgrass, Dallisgrass(seedling), Goosegrass, Foxtail Green, Yellow, Kikuyugrass, Oats, Wild, Ryegrass Annual, Perennial, Sandbur, Smutgrass **Broadleaf weeds** Bittercress, Carpetweed, Chickweed, Geranium, Carolina, Henbit, Knotweed, Prostrate, Lespedeza, Common, Lambsquarters, Maretail, Medic, Black, Mustard, Pineappleweed, Pigweed, Redroot, Parsely-piert, Purslane, Common, Rocket, London, Shepherdspurse, Speedwell, Corn, Spurge Garden, Prostrate, Spotted, Woodsorrel Creeping, Yellow

WK08201 is suggested for use around these established plants

Bulbs, Flowers, Ground Covers & Ornamental Grasses – Ajuga Bronze, Beach Grass, Bronze Beauty, Aster, Chinese Dwarf Queen, Basket Flower, Bee Balm, Begonia, Black-eyed Susan Goldstrum, Blanket Flower, Blue Fescue, Bugle Carpet, Carex, Variegated, Celosia, Centaurea, Cockscomb, Plumosa Scarlet plumosa, Coleus Red Kewpie, Columbine, Coreopsis Moonbeam, Corn Flower, Cotoneaster, Daffodil King Alfred, Daylily Aztec Gold, Bright yellow (hybrid), Single gold (evergreen), Wilson's Yellow, Dianthus (Sweet William), Delphinium Magic fountain, Dusty miller, Fern (various), Fescue, Fountain Grass, Galium, Geranium, Hosta Albo marginata, Ice plant, Impatiens, Iris Dwarf blue, Wedgewood, Ivy, English Bulgaria, Thorndale, Jasmine, Asian, Lily, African Lily, African blue, Lilyturf Evergreen giant, Lilac beauty, Majestic, Monroe white, Variegata, Liriope, Green, Marigold Honeycomb, Variegata, Wheeler's dwarf, Mondo Grass, Moss Rose Sunnyside, Narcissus, Osteospermum Wirligig, Pachysandra, Pampas grass, Pansy, Periwinkle, Dwarf, Petunia Picoti, Ribbon grass, Rockcress Snowcap, Salvia Rhea, Sedum Dragon blood red, Red carpet, Yellow, Snapdragon, Sweetflag, Grassy-Le, Trumpet flower, Evening, Tulip Apeldoorn, Tufted hairgrass, Vervain St paul, Vinca (Periwinkle), Yarrow

Shrubs – Abelia, Dwarf Nana, Arborvitae Nigra, Pyramidalis, Smaragh, Techny, Woodwardii, Arborvitae, Golden, Azalea Brilliant, Buccaneer, Carror, Chimes (Belgian),

Elsie lee, Exbury, Fashion, Hardijzer Beauty, Hershey Red, Higasa, Hinocrimson, Holland (Hybrid), Marion lee, Northern lights, Orange cup, Orchid Lights, Snow, Southern charm, Azalea, Flame, Azalea, Kirishima, Bamboo, Heavenly, Barberry Aurea, Dwarf pigmy, Green, Kobold, Pygmy red, Rose glow, Barberry, Purple Atropurpurea, Bearberry (common) Massachusetts, Bottlebrush, Boxwood, Japanese, Boxwood, Weller, Broom Moonlight, Vancouver Gold Camellia Debutante, Mathotiana Supreme, Chansonette, Candy Tuft Snow White, Cedar, Red, Copper Leaf, Coyotebrush, Cycads, Euonymus Argenteo-variegata, Auereomarginata, Colorata, Emerald Gaiety, Emerald eN Gold, Gold Edge, Gold Princess, Silver king, Tricolor, Vegetus, Fetterbush Rainbow, Forsythia Arnold Dwarf, Bronxensis Dwarf, Lynwood Gold, Meadowlark, Weeping, Fuchsia, Gardenia Mystery, Radicans, Heather, Twisted Mediterranean Pink, Hibiscus Blue bird, Brilliant, Hula girl, Holly Blue boy, Blue girl, Burfordii, China girl, Compacta, Forsteri, Hellerie, Japanese northern beauty, Needlepoint, Nellie R Stevens, Savannah, Holly, Chinese, Holly, Japanese, Holly, Yaupon, Honeysuckle Claveyis Dwarf, Halliana, Tatarian Canadian White, Zebelli Red Hosta, Juniper Arcadia, Armstrong, Bar Harbor, Blue chip, Blue pacific, Blue rug, Blue star, Broadmoor, Buffalo, Calgary carpet, Emerald sea, Emerald spreader, Endora compacta, Fruitlandi, Green, Gold tip, Hetzi, Hughes, Manhattan blue, Parsoni, Pfizeriana, Plumosa, Prince of whales, Procumbens Dwarf, San Jose, Sargent Blue, Sargent Green, Scandia, Scopulorum Moonglow, Scopulorum Skyrocket, Spartan, Tamariscifolia, Weberi, Youngstown, Yukon Belle, Laurel, Australian, Laurel, Mountain, Leucothoe, Ligustrum, Japanese, Lily of the Valley Mt Fire, Myrtle, Crape Faurei, Langer, Muskogee, Standard Pink, Myrtle, Wax, Nandina Compacta, Nana, Oleander Hardy Red, Petite Pink, Sister Agnes, Paper Flower Barbara Karst, Photinia, Red tip, Pieris, Pine Mugho, Pine, Swiss Mt, Pineapple, Guava, Pittosporum, Japan, Potentilla Abbotswood, Privet Golden Vicary, Regal, Texanum, Wax, Yellow Tipped, Privet, Glossy, Pyracantha Gnome, Lalandei, Victory, Rhododendron Album, Cunningham White, Fashion, Hardy, PJM, Purple Gem, Silvery Pink, Rhododendron, Carolina, Rhododendron, Catawba, Rodie Max (Rosebay), Rose Luta, Rosemary, Bog Nana, Spiraea Anthony Waterer red, Dolchica, Fanail, Froebeli Pink, Goldenflame Red, Snowmound White, Van Houtte White, Spriaea, Garland, Verbena, Shrub, Virburnum American Cranberry Bush, Arrowood, Common snowball, European cranberry bush, Linden, Mohican, Wright, Xylosma, Yaupon Dwarf, Yew Denisiformis

Trees -- Almond, Flowering, Ash Green, Mountain, Purple, Birch, River, Cypress, Bald, Cypress, Italian Glauca, Cypress, Japanese false Gracilis, Cypress, Leyland, Dogwood, Dogwood, American Flavarimaea, Douglas Fir, Elm, Drake, Fan Palm, European, Fan Palm, Mexican, Ficus, Fir Fraser, Gum, Hawthorn Cockspur White, Crimson Cloud, Enchantress, Jack Evans, Washington White, Hemlock, Canada, King Palm, Maple, Japanese, Maple, Norway, Maple, Red, Maple, Silver, Maple, Sugar, Oak, Laurel, Oak, Pin, Oak, Red, Oak, Southern L, Oak, Willow, Palm, Bangalow, Pine, Australian, Pine, Japanese Black, Pine, Loblolly, Pine, Longleaf, Pine, Scotch, Pine, Slash, Pine, Virginia, Pine, White, Queen Palm, Sourwood, Spruce Black Hills, Spruce, Colorado blue, Spruce, Norway, Spruce, White, Sweetgum, Sycamore, Tree fern (Tiki fern), Windmill Palm

Nonbearing Fruit and Nut Trees and Plants† – Apple, Blueberry Bluecrop, Blue Jay, Jersey, North Blue, Northland, Mock orange Golden, Snowflake Double White, Peach, Quince, Japanese

†Ornamental species only Do not use on food producing trees and ornamentals

When to apply WK08201

Apply WK08201 during the growing season only around established plants WK08201 should not be used on flower seeds It can be used after flowering plants have germinated and are 2-3 inches tall Since it does not kill existing weeds, you must first remove any that have already begun to grow By applying WK08201 as early as possible, you can eliminate the need for hand weeding

Rain does not wash this product out of the soil [To keep ornamental beds neat all season long,] Reapply WK08201 every 4 months

How to apply WK08201

To avoid plant injury, **do not apply WK08201 when foliage is wet** When plants are dry, sprinkle WK08201 on soil surface at rate given below Once activated by watering, WK08201 forms a weed control barrier in the top layer of soil, preventing weed seeds from germinating Disturbance to the soil surface after activation may result in erratic weed control

Applying around established plants

For flowers, roses, ground covers, ornamental grasses, shrubs and trees sprinkle WK08201 evenly over the entire soil surface, at the rate of 0.68 oz per 10 sq ft (see picture below), being sure to keep granules away from plant roots and foliage Water WK08201 into soil surface Always wash or brush off stray granules from plant foliage to avoid damage or discoloration

Surface application rate

Sprinkle granules at the density shown in this picture



Applying WK08201 with mulch

For best weed control, apply WK08201 after spreading mulch on your flower and shrub beds Sprinkle WK08201 on top of mulch at surface rate (see picture on right), being sure to keep granules away from plant foliage Water WK08201 into mulch Always wash or brush stray granules from plant foliage to avoid damage or discoloration

REFILL INSTRUCTIONS

[Optional for reusable rigid plastic container with application device][This container with applicator cap is reusable with [Brand Name or this product] Refill the container with desired amount of this product and use as directed When done, store or dispose this container as listed on the label]

Storage and Disposal

Do not contaminate water, food or feed by storage and disposal

Pesticide Storage Store product in its original container in a cool, dry, locked place out of the reach of children and animals

Pesticide Disposal and Container Handling Nonrefillable container Do not reuse or refill this container **If empty** Place in trash or offer for recycling if available **If partly filled** Call your local solid waste agency for disposal instructions Never place unused product down any indoor or outdoor drain

[Optional Storage and Disposal statement for use with reusable containers]

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage and disposal

Pesticide Storage Store product in its original container in a cool dry, locked place out of the reach of children and animals

Pesticide Disposal and Container Handling Nonrefillable container Do not reuse or refill this container except as described in the DIRECTIONS FOR USE (see Refill Instructions) **If Empty** Place in trash or offer for recycling if available **If partly filled** Call your local solid waste agency for disposal instructions Never place unused product down any indoor or outdoor drain

[Warranty

NOTE To the extent consistent with applicable law, Buyer assumes all responsibility for safety and performance if this product is not used according to the directions]

Claims Miscellaneous

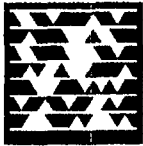
- 1 Money Back Guarantee
- 2 Won't harm listed (flowers) (trees) (&/and) (shrubs)) [when used as directed] [1]
- 3 Eliminates Crabgrass
- 4 Kills [young] Crabgrass
- 5 Long Lasting [protection against weeds*]
- 6 A preemergence herbicide for control of certain broadleaf weeds* and annual grasses in
 - o Landscape ornamentals
 - o Container grown ornamentals
 - o Ground covers/perennials
 - o Non-bearing fruit and nut trees**
 - o Non-bearing Ornamental fruit and nut trees**

*See Use Directions for complete list of treated weeds

- ** Do not use on food producing trees and ornamentals
- 7 A Work - Saver Product For The Joy Of Neat Gardens
 - 8 [Applicator] [Scoop] Included (optional scoop pictogram)
 - 9 Apply (– spring, summer or fall)
 - 10 Apply throughout the growing season
 - 11 Controls tough grasses and weeds* [such as (bittercress, bluegrass, buttercup, crabgrass, foxtail, dallisgrass, speedwell, knotweed, pigweed, carpetweed, black medic, goosegrass, Carolina geranium, spurge, woodsorrel , chickweed, henbit, purslane,)] [even (bittercress, bluegrass, buttercup, crabgrass, foxtail, dallisgrass, speedwell, knotweed, pigweed, carpetweed, black medic, goosegrass, Carolina geranium, spurge, woodsorrel , chickweed, henbit, purslane,)]
 - 12 Does not harm plants(*) [(*)Please refer to plant list where product can be used] [(*)When used as directed]
 - 13 Easy to use
 - 14 EASY TO USE APPLICATOR [Insert Image]
 - 15 Easy To Apply – Just shake on
 - 16 [Easy (to) open] [resealable] bag
 - 17 Effective Weed* Control – Prevents weeds* all season long – eliminates the need for hand weeding
 - 18 Eliminate [time consuming] hand weeding*
 - 19 For residential use
 - 20 Good Housekeeping Seal of Approval (logo)
 - 21 Great over mulch
 - 22 Improved Formula [!]
 - 23 Lift here to open
 - 24 One application prevents weeds* [all season] [for 4 months]
 - 25 Preen® is a registered trademark of Lebanon Seaboard Corporation
 - 26 Preen works so you don't have to®
 - 27 Press to reseal
 - 28 Prevents new weeds* for [up to] 4 months]
 - 29 Prevents weeds* up to four months
 - 30 4 month weed* preventer
 - 31 Prevents [both] grasses and broadleaf weeds* [with one application] [before they get started]
 - 32 Prevents [(bittercress, bluegrass, buttercup, crabgrass, foxtail, dallisgrass, speedwell, knotweed, pigweed, carpetweed, black medic, goosegrass, Carolina geranium, spurge, woodsorrel , chickweed, henbit, purslane,)] and many other weeds*
 - 33 Prevents [(bittercress, bluegrass, buttercup, crabgrass, foxtail, dallisgrass, speedwell, knotweed, pigweed, carpetweed, black medic, goosegrass, Carolina geranium, spurge, woodsorrel , chickweed, henbit, purslane,)] and other common weeds*
 - 34 Prevents the toughest weeds*
 - 35 Prevents tough southern weeds* like [(bittercress, bluegrass, buttercup, crabgrass, foxtail, dallisgrass, speedwell, knotweed, pigweed, carpetweed, black medic, goosegrass, Carolina geranium, spurge, woodsorrel , chickweed, henbit, purslane,)]
 - 36 Prevents weeds* [up to] [for] [(3, 4) months]
 - 37 Prevents weeds* all season [long]

- 38 Prevents Weeds* in Ornamental beds and around Bulbs, Flowers, Roses, Ground Covers Ornamental Grasses, Shrubs & Trees
- 39 Prevents weeds* without harm(*) [(*)Please refer to plant list where product can be used] [(*)When used as directed]
- 40 Proof of Purchase
- 41 Provides [up to] 4 months weed* control
- 42 Ready To Use Granules with Built In Applicator (for plastic containers)
- 43 Reusable [Preen] Bottle (for plastic containers)
- 44 For use around Pansies
- 45 Season long weed* preventer
- 46 See inside booklet for complete directions for use[, and]plant listings[, & precautionary statements]
- 47 Simply press to close
- 48 Southern Garden Weed Preventer
- 49 Southern Weed Preventer
- 50 Specially formulated for southern gardens
- 51 Specially formulated for southern climates
- 52 Sprinkle around listed flowers, trees, shrubs
- 53 Sprinkle around listed flowers trees and shrubs
- 54 Sprinkle once to prevent weeds* all season
- 55 Sprinkle once to prevent weeds* [up to 4 months]
- 56 Sprinkle once to prevent weeds* [for 4 months]
- 57 Sprinkle around listed flowers, trees, shrubs [every 4 months]
- 58 Stop weeds* before they start!
- 59 Stop weeds* before they startTM
- 60 Stop weeds* before they start around listed flowers, trees, shrubs
- 61 Stops weeds* before they start
- 62 Southern Formula
- 63 The Flower and Garden Weed Preventer
- 64 This WORK-SAVER product prevents weeds* in one [easy] application
- 65 To open [cut along dotted line] [twist off cap and remove inner seal]
- 66 Try Other Preen Products!
 - Preen Lawn Stepsaver Weed Control Plus Fertilizer
 - Preen Weed & Grass Killer
 - Preen Mulch Plus
 - Preen Weed Preventer with Brilliant Blooms Fertilizer
 - Preen Landscape Weed Control Fabric
- 67 Use [only] around listed flowers, trees [and or &] shrubs
- 68 Use around listed flowers, trees [and or &] shrubs
- 69 Visit www.preen.com
- 70 Won't wash away
- 71 Works all season long
- 72 for Southern Gardens
- 73 [Protects] [against weeds*] all season long
- 74 EASY TO USE APPLICATOR [Insert Image]
- 75 for [Warmer] [Warm][Hot] Climates
- 76 For Southern [flower] [Beds] [climates] [gardens] [landscapes]

- 77 Heat Smart Formula [for Southern Gardens]
 78 See inside booklet for complete directions for use, plant listings, & precautionary statements
 79 Shake on Mulch Every 4 Months [with placeholder pictogram Shaker and product]
 80 Visit www.preen.com
 81 Try [these] other Preen products
- [Preen Organic Vegetable Garden Weed Preventer]
 - [Preen Fabric]
 - [Preen Lawn Weed Control]
 - [Preen Lawn Crabgrass Preventer]
 - [Preen Lawn Crabgrass Preventer Plus Fertilizer]
 - [Preen Lawn Fall Weed Control Plus Fertilizer]
 - [Preen Lawn Stepsaver Weed Control Plus Fertilizer]
 - [Preen Lawn Weed & Feed]
 - [Preen Mulch Plus]
 - [Preen Organic Vegetable Garden Weed Preventer]
 - [Preen Lawn StepSaver Weed Control]
 - [Preen Vegetable Garden Weed Preventer]
 - [Preen Lawn Broadleaf Weed Control]
 - [Preen Weed & Grass Killer]
 - [Preen Lawn Weed Killer]
 - [Placeholder for other Preen Products]



- 82 (MST – Mobile Scan Tag / black & white)
 83 QR Code Image



- 84 (Scan the code to watch how Preen's Battery Powered Spreader (works)(makes preventing weeds easier than ever) (or visit www.xxx.com))



- 85 (Scan the code to watch how Preen prevents weeds (or visit <http://www.preen.com/preventweeds>))

86 **Preen Guarantee**

To the extent consistent with applicable law, Lebanon Seaboard Corporation guarantees you will be satisfied with the performance of this product when used as directed or your money back. If not satisfied, describe the nature of your problem, and

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send with proof of purchase to Lebanon Seaboard Corporation, 1600 East Cumberland St , Lebanon, PA 17042

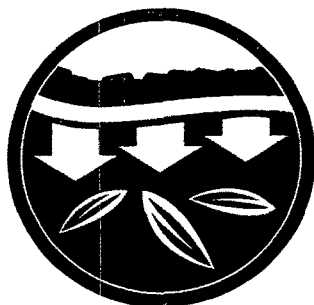
To the extent consistent with applicable law, the manufacturer makes no warranties, expressed or implied, concerning this product or its use, which extend beyond the description on the face hereof All statements made concerning this product apply only when used as directed

- 87 No roots, no weeds*, no weeding
- 88 Prevents weeds* from germinating
- 89 Blocks weeds* for(4) (four) months guaranteed
- 90 Stops weeds* before they grow
- 91 Prevents weeds* for (4) (four)months
- 92 [Product name] with weed barrier technology
- 93 [Product name] with weed growth inhibitor
- 94 [Product name] with weed defense technology
- 95 [Product name] with seed block technology
- 96 Prevents weeds* around your flowers, trees and shrubs (for up to) (4) (four)months (guaranteed)

Place holder pictogram (example) of flowers with mulch



97



98

99 [Blocks weed seeds (from germinating)(for 4 months)]

100 [Stop(s) weeds* before they start(!)]

101 [Blocks (weed) seed germination]



102



103



104 [Guaranteed][!'] (to be used with icon above)

105 [[Reapply] every 3 months]

106 [3 month(s) [weed*] prevention [guaranteed] [!']]



- (
- 107 [Guaranteed]['] (to be used with icon above)
 - 108 [[Reapply] every 4 months]
 - 109 [4 month(s) [weed*] prevention [guaranteed][']]



- 110
- 111 [Guaranteed]['] (to be used with icon above)
- 112 [[Reapply] every 3 months]
- 113 [3 month(s) [weed] prevention [guaranteed] [']]



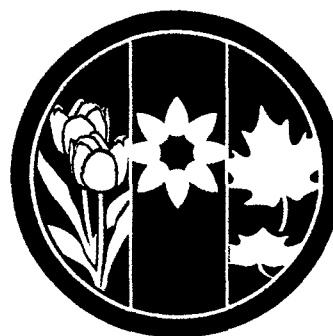
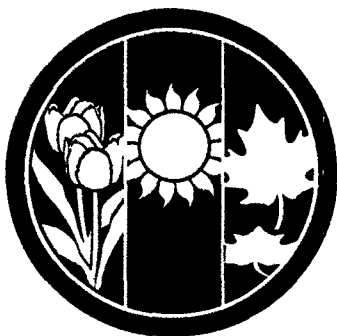
- 114
- 115 [Guaranteed]['] (to be used with icon above)
- 116 [[Reapply] every 4 months]
- 117 [4 month(s) [weed*] prevention [guaranteed] [']]



- 118
- 119 [[Blocks][Prevents] weeds* for 3 months (guaranteed)(')]
- 120 [[Reapply] every 3 months]
- 121 [3 month(s) [weed*] prevention [guaranteed] [']]



- 122
 123 [[Blocks] [Prevents] weeds* for 4 months (guaranteed)(')]]
 124 [[Reapply] every 4 months]
 125 [4 month(s) [weed*] prevention [guaranteed] [']]
 126
 127 [Won't harm listed (flowers) (trees) (&/and) (shrubs)] [']]
 128 [Use around listed flowers, trees and [&] shrubs]



- 129
 130 [3 month prevention [guaranteed]][']]
 131 [4 month prevention [guaranteed]][']]
 132 [Apply any [growing] season]
 133 [Apply throughout the growing season]
 134 [Apply spring, summer or fall]



135



- 136
 137 [Use around listed flowers, trees and [&] shrubs]
 138 [Won't harm listed (flowers) (trees) (&/and) (shrubs)] ['!']

*See Use Directions for complete list of treated weeds

Weed Control –

- 1 4 Month Weed* Control
- 2 Prevents [new] weeds* for [up to] 4 Months [guaranteed]
- 3 Prevents [tough] [southern] weeds* including (select weeds from list) [and other common weeds*]
- 4 Prevents the toughest[southern] weeds*
- 5 Stop[s] Weeds* Before They Start'
- 6 Stops [new] Weeds* for [up to] 4 Months [guaranteed]
- 7 Stops [new] weeds* [all season] [guaranteed]
- 8 Weed images (any from list)
- 9 Weed*-fighting formula

*See Use Directions for complete list of treated weeds

Claims regarding POWER Applicator Cap

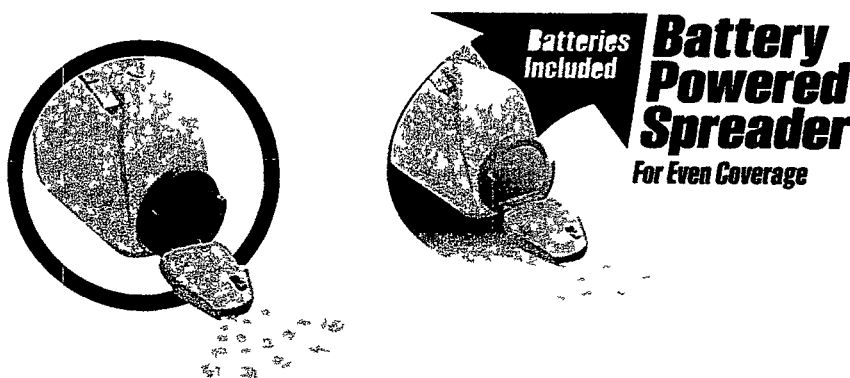
- 1 [1] [2] [AA] [AAA] Batteries [included]
- 2 Includes [1] [2] [AA] [AAA] Batteries
- 3 [Reusable] [Built in] [Battery Powered] [Motorized] [Power] [Spreader] [Dispenser] [Dispensing] [Cap] [Spout] [Applicator][Included]
- 4 Motorized'
- 5 Easy to use [applicator] [Spreader]
- 6 [Dispenses] [Flows] [Spreads] [Covers] [evenly,] [more precisely] [for better results] [for better weed prevention], [less work] [easily]
- 7 [Dispenses] [Releases] [Applies] [granules] [products] evenly
- 8 [For] [Provides] [allows for] [even] [precise] [coverage] [application]
- 9 [Easy] [EZ] [Flow] [Even Flow] [MaxControl] [Battery Powered] [Automatic] [Auto] [Shaker] [Power] [Applicator]

- 10 [Spreader] [Dispenser]
- 11 Fast [and, &] [Easy] shake-free [dispensing][applicator][dispenser] [spreader] [just hold and go [and/&] follow all label directions]
- 12 [Just] hold and go [and/&] follow all label directions'
- 13 Image of cap with product dispensing
- 14 [Require(s)] [1] [2] [AA] [AAA] Batteries [(included]
- 15 [XX]% more [product] [coverage]
- 16 Applicator [Scoop] Included [pictogram placeholder for applicator]
- 17 Automatic motor shut-off when lid is closed
- 18 Bonus size [XX]% more [product] [coverage]
- 19 Bonus size'
- 20 Bonus size [covers xx sq ft)
- 21 Special Value['] [Bonus Value] [']
- 22 Preen [weeds] [covers] more
- 23 Applies [granules] xx times as fast as shaking'
- 24 Value Pack [']
- 25 Includes [Preen] [Battery Powered] [Spreader] [Dispenser] [Dispensing] [Applicator][Cap] [Spout] and [1] [2] [specify weight] refill bag[s] [pictogram]
- 26 Easy to Apply – Just shake on
- 27 [Easy to Apply-] No Shaking'
- 28 EASY TO USE APPLICATOR [Insert image]
- 29 [For] [Provides] [uniform] [even] [accurate] coverage
- 30 [Allows for] [Provides] more precise application
- 31 Follow manufacturer's directions for battery disposal
- 32 For [an] [even] [uniform] even flow [and more precise application]
- 33 Just Flip Open & Hold [and/&] follow all label directions
- 34 [Just] flip open and go [and/&] follow all label directions
- 35 Lift here to open(Peel here) [pictogram of an arrow]
- 36 No shaking'
- 37 Press to reseal
- 38 Ready To Use Granules with Built In [Shaker] Applicator [for rigid plastic containers]
- 39 Reusable [battery-powered] [power] [applicator] [fits all Preen bottles] [See use directions for reuse instructions]
- 40 Reusable Container See use directions for reuse instructions
- 41 Releases [distributes] product evenly [for uniform coverage] [for best results]
- 42 Saves time
- 43 Shake on Mulch Every 4 Months [with placeholder pictogram Shaker [applicator] and product]
- 44 Apply on mulch every [3] [4] months (with pictogram or image of product)
- 45 Simply press to close
- 46 Dispose of batteries as per manufacture's direction
- 47 To replace batteries, open battery door [loosen and remove screws in underside of cap to reveal battery housing]
- 48 When storing container at end of season, remove batteries [to prevent leakage]

- 49 Applicator instructions [Getting Started] [First time use] [Spreader Instructions] [Note to reviewer # 50, # 51 and #52 are optional directions to replace #49 The bracketed numbers and letters below are optional and bullets can be used]
 Read entire label for important precautions and use directions before using
 [1] Unscrew [applicator] cap [pictogram or image]
 [2] Remove seal from top of bottle [container] [pictogram, icon or image]
 [3] Remove tab to activate batteries [pictogram, icon or image]
 [4] Replace [applicator] cap [pictogram, icon or image]
 [5][Flip (insert color) top up [pictogram, icon or image]
 [6] [Tilt away from face before turning on]
 [7] To begin spreading, tilt bottle [container] [toward ground] and turn [flip] [select color] power [button] [switch] to on position [Pictogram, icon or image]
 [8] Apply as directed
 [9] Simply press to close
 [Optional steps 5 and 6 may replace steps 5-7]
 [5] To begin spreading, open top, turn on power [button] [switch] and tilt bottle [Pictogram, icon or image]
 [6] Apply as directed
- 50 [Getting Started] [Applicator Instructions] [Spreader Instructions]
 Read entire label for important precautions and use directions before using
 (a) Unscrew [applicator] cap and remove seal from top of bottle, replace cap
 (b) [Flip open top], [and](open) [remove](battery cover and) pull [vinyl] tab to activate batteries] [we'd like this direction b, e and f to be optional]
 (c) To begin spreading, [flip open] [top] [and] turn on [color] power switch
 (d) Tilt bottle [at 45-degree angle] toward ground and [hold steady as you] apply [as directed] [pictogram or image]
 (e)[If motor (gets clogged) [stops][stops working], turn power switch [to] off [position] and manually rotate the [color](dial) [disc] on top of (the) (cap) [lid] [spout cap] to dislodge (granules) [product] Turn power back on to resume application)
 (f)([Simply] Press to close (- motor automatically shuts off when lid is closed))
- 51 [Getting Started] [Applicator Instructions] [Spreader Instructions]
 Read entire label for important precautions and use directions before using
 (a) Unscrew cap Remove seal from top of bottle Replace cap
 (b) (Pull tab to activate batteries) direction b is optional here
 (c) To begin spreading, (flip) open top, turn on power switch, and tilt bottle (toward ground)
 (d) Apply as directed
 (e) (If motor (gets clogged) [stops][stops working], turn power switch [to] off [position] and manually rotate the [color](dial) [disc] on top of (the) (cap) [lid] [spout cap] to dislodge (granules) [product] Turn power back on to resume application) [direction E is optional here]
 (f) (Simply) press to close) [direction F is optional here]
- 52 [Tips for Use] [Getting Started] [Instructions]
 [a] [Unscrew [applicator] cap] [and] [remove protective seal from] (cap) [top of bottle] [top of container] [Note to the reviewer this step is optional]

- [b] [Open battery door and] remove tab to activate batteries [Note to the reviewer this step is optional]
- [c] Turn power switch on while [bottle] [container] [spreader] is in an upright position, [and][then] tilt [bottle] [container] [spreader] toward ground [at a 45-degree angle]
- [d] Adjust the angle of the [bottle] [container] [spreader] to control the flow
- [e] When finished, turn power off while [bottle] [container] [spreader] is still pointed downward [Note to the reviewer this step is optional]
- [f] Hold [bottle] [container] [spreader] steady [and apply as directed] [and apply in an even back and forth motion] [Note to the reviewer this step is optional]
- [g] If motor (gets clogged) [stops] [stops working], turn power switch [to]off [position]and manually rotate [the] [color] (dial) [disc] on top of(the)[cap] (lid) [spout cap] [counterclockwise] [clockwise] [in direction of arrow] to dislodge(granules) [product] [Turn power back on to resume application] [Note to the reviewer this step is optional]
- [h] Pictogram of proper use of spreader [Note to the reviewer this step and pictogram are optional]
- [i] Use protective eyewear when using battery powered cap [Note to the reviewer this step is optional]

- 53 Up to [X minutes] of continuous spreading
- 54 For maximum control
- 55 For [greater] [more accurate] coverage [accuracy]
- 56 Battery [shelf] life [up to X hours] [up to X years]
- 57 Battery lasts x hours
- 58 Battery Powered [cap] [for even coverage]
- 59 Visit www.preen.com for gardening [and weed prevention] tips, [and] [valuable offers] [and more information on Preen products]
- 60 Instant Savings!
- 61 [\$1 50] [\$2 00] [\$2 50] [\$3 00] [\$4 00] [\$5 00] off [regular price] [visit [www Preen.com](http://www.Preen.com) for details] [see store associate for details]
- 62 [\$1 50] [\$2 00] [\$2 50] [\$3 00] [\$4 00] [\$5 00] off a future [Preen] purchase [of select Preen Products] [Visit [www Preen.com](http://www.Preen.com) for details] [see store associate for details]
- 63 [\$1 50] [\$2 00] [\$2 50] [\$3 00] [\$4 00] [\$5 00] rebate [Visit [www Preen.com](http://www.Preen.com) for details] [see store associate for details]
- 64 [\$1 - \$10] Rebate (-) Visit [[www Preen.com](http://www.Preen.com) or Preen.com] for offer details [, & complete terms & conditions] [Expires [place holder for DATE]] [Limit 1 request per household] [Void where prohibited]
- 65 [Specify weight] Refill [size][bag]



66

67 [Battery Powered] [Cap] [Spreader] [Applicator] [for even coverage] [batteries included]]

68 [[Easy to use] battery [operated] [powered] [applicator]]

OPTIONAL MARKETING CLAIMS FOR XERSCAPE/SOUTHWEST/ROCK GARDENS POSITIONING

- 1 For water saver gardens
- 2 For water efficient gardens
- 3 For water wise gardens
- 4 Conserve water – prevent weeds*
- 5 Don't waste water on weeds
- 6 For the water efficient garden
- 7 Prevent weeds* – conserve water
- 8 Prevents water-robbing weeds* for 4 months
- 9 Prevents water-robbing weeds* around ornamental plants for 4 months
- 10 Prevents water-robbing weeds* in ornamental gardens for 4 months
- 11 For your xeriscape garden
- 12 A weed barrier for xeriscape gardens
- 13 Xeriscaping without the weeds*
- 14 A weed barrier for southwest gardens
- 15 Prevention your best defense against weeds*
- 16 1 application prevents weeds* for 4 months
- 17 [Includes] [With] 4 month Weed Barrier [technology]
- 18 Four months of weed prevention [protection] in the [southwest] garden
- 19 Four months of [southwest] weed prevention [protection]
- 20 Prevents weeds* around [southwest] trees shrubs and flowers [for 4 months]
- 21 Prevents weeds* around [southwest] ornamental plants [for 4 months]
- 22 Prevents weeds* in [southwest] [ornamental] [rock] [xeriscape] gardens for 4 months
- 23 [For best weed* control], reapply every 4 months

*See Use Directions for complete list of treated weeds

(Killing vs Prevention)

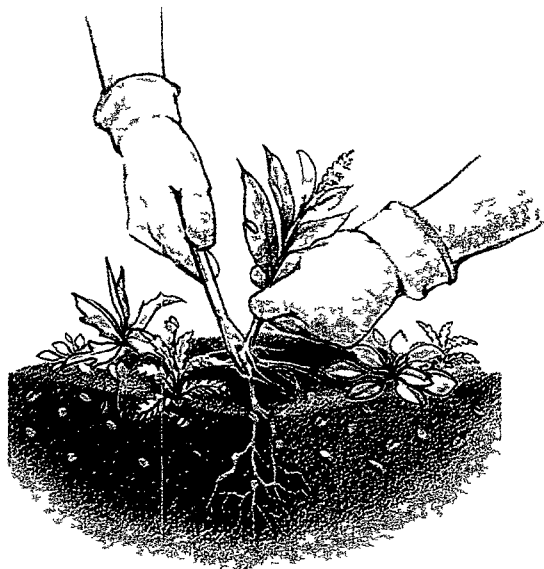
[Killing weeds vs weed prevention]

[Killing weeds vs preventing weeds]

(Killing) (Weeds)

- 1 Requires pulling or spraying and eliminates weeds already above ground
- 2 Killing eliminates weeds already above ground
- 3 Pulling or spraying eliminates weeds already above ground
- 4 To kill the weed you must remove plant, roots and all
- 5 To eliminate (the) (each) weed you must remove roots and all
- 6 (Ongoing) (Constant) weed growth requires continuous weeding by hand
- 7 (Ongoing) (Constant) weed growth requires [regular] [continuous] weeding by hand
- 8 Continual weed growth requires [regular] weeding by hand
- 9 Steady weed growth requires [regular] [continuous] weeding by hand
- 10 Consistent weed growth requires [regular] [continuous] weeding by hand
- 11 Persistent weed growth requires [regular] [continuous] weeding by hand
- 12 (Ongoing) (Constant) weed growth requires continuous weeding by hand (or) [and] use of (chemicals)(weed killer sprays)
- 13 Seasonal weed growth requires continuous weeding by hand
- 14 Seasonal weed growth requires [regular] [continuous] weeding by hand
- 15 Seasonal weed growth requires continuous weeding by hand (or) [and] use of (chemicals)(weed killer sprays)
- 16 (Ongoing) (Constant) seasonal weed growth requires continuous weeding by hand
- 17 (Ongoing) (Constant) seasonal weed growth requires [regular] [continuous] weeding by hand
- 18 Fast growing seasonal weeds require [regular] [continuous] weeding by hand
- 19 (Ongoing)(Constant) seasonal weed growth requires continuous weeding by hand (or) [and] use of (chemicals)(weed killer sprays)
- 20 To eliminate (the) (each) weed you must remove (the) plant, roots and all
- 21 To eliminate (the) (each) weed you must remove roots and all
- 22 To eliminate (the) (each) weed you must remove (its) roots
- 23 To kill (the) (each) weed you must remove (the) plant, roots and all
- 24 To kill (the) (each) weed you must remove roots and all
- 25 To kill (the) (each) weed you must remove(its) roots
- 26 (• Weed(s))
(• Weed Roots)
(• Broken stem)
(• Soil)
(• (constantly growing) Weed seeds)
- 27 [Pulling or spraying only eliminates weeds already above ground]

(3D Imagery Optional)



(2D imagery Optional)

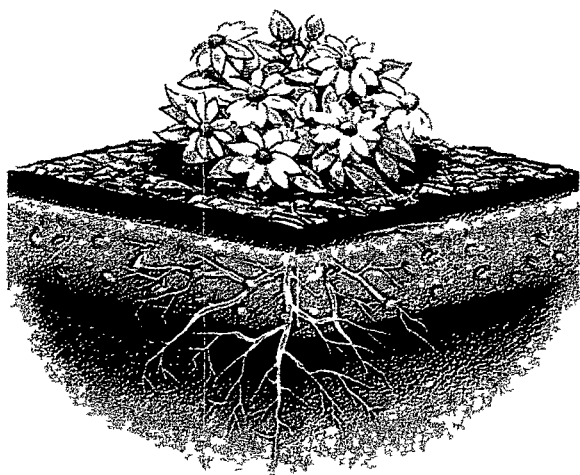
**(Preventing) (Weeds)**

- 1 Preventing creates a (weed) barrier that (keeps)(prevents) (stops) weeds* from germinating
- 2 Preventing creates a (weed) barrier that (keeps)(prevents) (stops) weed* seeds from germinating
- 3 Preventing creates a (weed) barrier that (keeps)(prevents) (stops) weeds* when they are seeds
- 4 Preventing creates a protective barrier that (keeps)(prevents) (stops) weeds* from germinating
- 5 Preventing creates a protective barrier that (keeps)(prevents) (stops) weed* seeds from germinating
- 6 Preventing creates a protective barrier that (keeps)(prevents) (stops) weeds* when they are seeds
- 7 (Product name) creates a (weed) barrier that (keeps)(prevents) (stops) weeds* from germinating
- 8 (Product name) creates a (weed) barrier that (keeps)(prevents) (stops) weed* seeds from germinating
- 9 (Product name) creates a (weed) barrier that (keeps)(prevents) (stops) weeds* when they are seeds
- 10 (Product name) creates a protective barrier that (keeps)(prevents) (stops) weeds* from germinating
- 11 (Product name) creates a protective barrier that (keeps)(prevents) (stops) weed* seeds from germinating

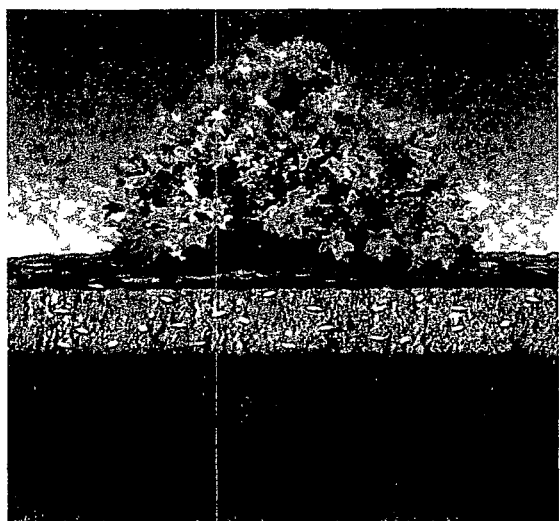
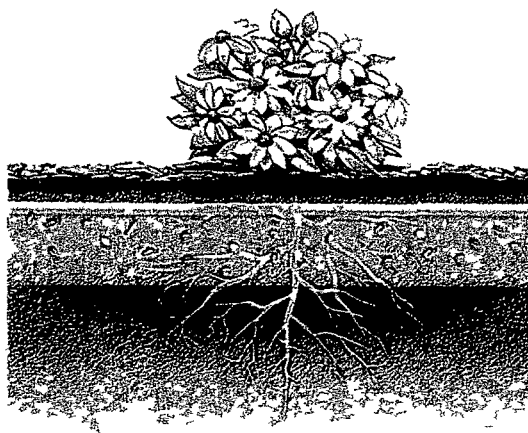
- 12 (Product name) creates a protective barrier that (keeps)(prevents) (stops) weeds* when they are seeds
- 13 (Creating a) [Product name] (weed) barrier STOPS WEEDS* before they start!
- 14 (• (Vibrant)(strong) (vivacious)(hardy) (robust)(sturdy)(vital)(flourishing)(lush) (resilient)(lasting)(stable)(staunch) (prospering)(garden) Plant(s))
 (• Mulch)
 (•[Product name] Weed Barrier
 (• Weed(s)(seeds))
 (• Roots)
 (• Soil)
 (• Creates Weed Barrier)
 (• Stops weed(s)* (seeds) from growing)
 ((• Stops weed(s)* (seeds) from germinating)
 ((•Prevents weed(s)* (seeds) from germinating)
- 15 [Product name] Weed Barrier (prevents) (keeps)(stops) weeds* from germinating
- 16 [Product name] Weed Barrier (prevents) (keeps)(stops) weed* seeds from germinating
- 17 [Product name] Weed Barrier technology (prevents)(keeps)(stops) weeds* from germinating
- 18 [Product name] Weed Barrier technology (prevents)(keeps)(stops) weed* seeds from germinating
- 19 Prevent weeds* by (stopping) (halting) (controlling) their germination
- 20 Control weeds* by (stopping) (halting) (controlling) their germination
- 21 [Product name] allows established plants to (grow) (survive)(flourish)
- 22 [Product name] (weed) barrier prevents weeds* (for) (4) (four) (months)
- 23 [Product name] protective barrier prevents weeds* (for) (4) (four) (months)
- 24 [Product name] (weed) barrier blocks weeds(for) (4) (four) (months)
- 25 [Product name] protective barrier blocks weeds* (for) (4) (four) (months)
- 26 [Product name] (weed) barrier keeps weeds* under control for (4) (four) months
- 27 [Product name] protective barrier prevents weeds* from germinating (for) (4) (four) (months)
- 28 [Product name] protective barrier prevents weed* seeds from germinating (for) ((4) (four) (months)
- 29 [Product name] barrier prevents weeds* from germinating (for) (4) (four) (months)
- 30 [Product name] weed barrier prevents weeds* from germinating (for) (4) (four) (months)
- 31 (Stop) (block) weeds* with [Product name] (weed) barrier (technology)
- 32 Weed* seeds are stopped by [Product name] (weed) barrier (technology)
- 33 [Preventing creates a weed barrier that stops weeds* from germinating]

*See Use Directions for complete list of treated weeds

(3D Imagery Optional)



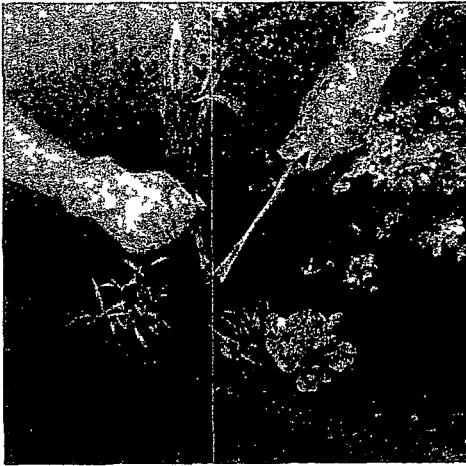
(2D imagery Optional)



The Preen Routine

[Note to the reviewer that all these visuals below for the Preen Routine are to be optional]

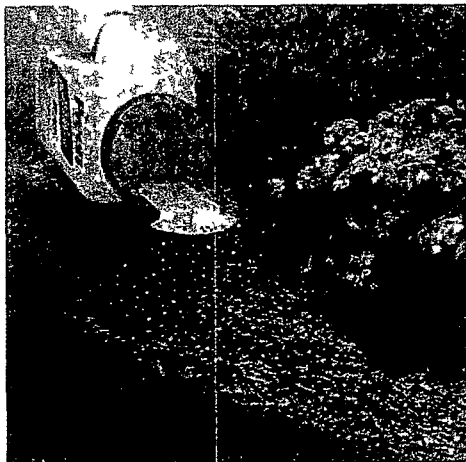
(4) (Four) (easy) (simple) (steps to weed prevention)



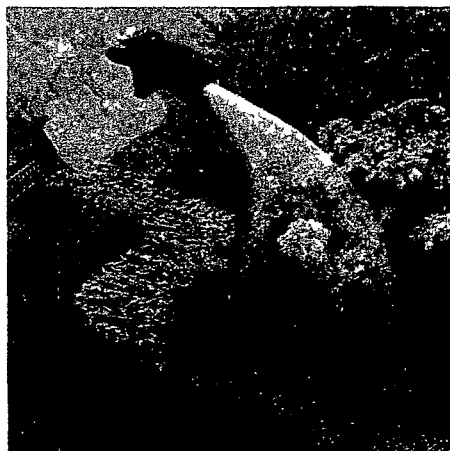
(1) (One) Remove existing weeds



(2) (Two) Apply mulch



(3) (Three) Sprinkle[Product name]
(product)(granules) evenly

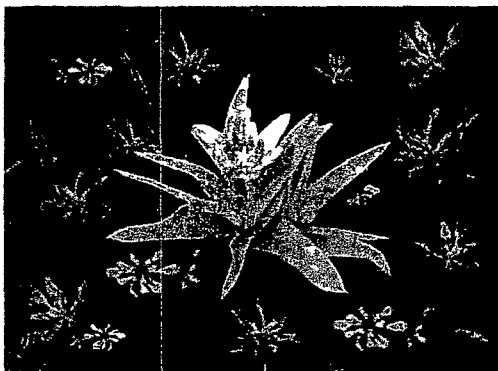


(4) (Four) Water ([Product
name](product) (granules]into soil

(Reapply [Product name] (product) every (4) (four) (months)

(Weeds grow throughout the season) It's never too late or too early to apply [Product name]
(during the growing season)

(Without Preen)
(Untreated)



(With Preen)
(Treated)



(Represents actual results)
(Actual results may vary by weather)