

# IDAHO BUSINESS REVIEW

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## Zamzows' sister business goes national

Old fertilizer maker spreads branches for tree growth

By Brad Carlson  
IDAHO BUSINESS REVIEW

A sister business to the Nampa-based Zamzows lawn and garden chain is branching out regionally and nationally with Save-a-Tree fertilizer. □

TerraLife is the fertilizer division of Dynamite Marketing, a network marketing company involved with vitamin and mineral supplements, and animal feed. The 10-store Zamzows chain is a sister company to Dynamite Marketing. □

TerraLife Vice President Jos Zamzow said the company about six months ago started a major push to market the Dr. JimZ all-natural products.

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— Jos Zamzow  
TerraLife

That move came about a year and a half after company leaders went to work on a marketing message suitable for use around the country.

“Our products are designed to build soil, and are effective in every soil environment,” he said. The company emphasizes that insects and disease often attack a plant after the plant already is ailing.

More than a half dozen products are available from TerraLife. The flagship item is Save-a-Tree, made in Nampa and available in Zamzows stores under the private label Thrive. It's suitable for trees, shrubs, flowers and vegetables, Zamzow said. □

His father, Jim Zamzow, developed Save-a-Tree nearly 20 years ago after concluding that mineral depletion in the soil was affecting the health of trees. □ Save-a-Tree will be available in late January in the 23 retail stores in Texas operated by Calloway's



COURTESY PHOTO

**Jos Zamzow says the TerraLife fertilizer brand will be sold by Dynamite Marketing on a national level.**

Nursery Inc. and Cornelius Nursery Inc. Wholesale orders of TerraLife products also are available through nursery supply distributors L&L, based in Fremont, Calif.; Gardenwise of Salt Lake City; and Spokane-based Jensen Distributing Services. Other customers include United Pipe & Supply in Portland, which caters to commercial landscapers, and C-A-L Ranch stores in eastern Idaho and Utah. □

Now the company plans to push the product line into the Midwestern and eastern U.S., Jos Zamzow said. One Midwest distributor is interested in marketing it to operators of organic farms, he said. □

TerraLife and Dynamite Marketing produce annual sales around \$10 million, Zamzow said. He likes the prospects for revenue growth, given the national marketing push and growing consumer concern about the safety of some products made in China and elsewhere, he said. □

Already, signing customers in other regions is making revenue somewhat less seasonal, he said.