



Economic Recession Leads to Double Digit Growth

Organic-based lawn care leader, NaturaLawn of America, is experiencing a 20% growth spurt despite the onset of an economic recession in the United States.

Frederick, MD, May 01, 2008 --(PR.com)-- As the United States heads toward an economic recession, the lawn care industry remains a strong market.

Traditionally, the lawn care industry has prospered from an economic downturn, as homeowners focus attention on their most important investments, their home and landscape.

One company experiencing significant growth under these conditions is NaturaLawn of America, the leading organic-based lawn care provider in the nation.

NaturaLawn of America's president, Phil Catron, credits this success to their franchise system. "Recessions typically tend to eliminate jobs and generally speaking, companies downscale their workforce. Franchising creates an avenue for entrepreneurialism," said Catron, whose company is experiencing a 20% growth spurt.

Another aspect driving the success of NaturaLawn of America is their proprietary organic-based product line. At a time when consumers are becoming increasingly aware of environmental hazards, NaturaLawn of America's products offer a safer alternative to synthetic products used by others in the lawn care business.

"As stewards of the environment, we have a responsibility and accountability to ourselves and future generations," said Catron.

Headquartered in Frederick, Maryland, NaturaLawn of America is a national franchise currently with 65 locations servicing environmentally concerned customers in 23 states. For more information, please contact NaturaLawn of America at (301) 694-5440 or visit us on the web at www.nl-amer.com

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