



***“We May Not Know Grammar, But We Know Soil”***

**ATTENTION TOO DETAIL LAWN AND LANDSCAPE SERVICE, LLC  
FORT WAYNE, INDIANA • 260-449-0729**

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### **NEW LAWN CARE FIRM MIXES HUMOR WITH BUSINESS NAME AND LOGO BUT IS SERIOUS ABOUT QUALITY SERVICE**

*Fort Wayne, Ind.*—Three members of the Stahl family of Allen County—Robert Stahl, Ian Stahl and Michael Stahl—recently founded a new lawn care business to provide full-service lawn and landscaping services to Fort Wayne-area lawn owners. To reflect their sense of humor, they chose to represent themselves in their company logo as caricature figures overlooking a fence with their company name, “Attention Too Detail.” But wait, you might ask, isn’t Too misspelled? The owners say this was done intentionally to get your attention. They even chose a company motto to reflect their sense of humor: “We May Not Know Grammar, But We Know Soil.”

Even though the Stahls have a comical logo and company motto, they say they are serious about providing quality lawn and landscape services. The Stahl brothers, Ian and Michael, have a combined total of eight years of lawn and landscaping industry experience, and they will be managing the day-to-day activities of the firm. Meanwhile, their father Robert will serve as the head of operations for the business. He brings to the firm 25 years of experience in continuous improvement and military/defense contracting.

“Attention Too Detail will differentiate itself from the other landscape and lawn care businesses by doing exactly what our name says: paying Attention Too Details,” says Robert Stahl. “It has been our experience that most companies focus on the amount of clients serviced in a day instead of focusing on the importance of each client’s satisfaction.” The firm plans to use environmentally-friendly chemicals and fertilizers.

Services available through Attention Too Detail include mowing and turf management for existing lawns; sod installation and seeding of new lawns; mulching and spring and fall cleanup for landscape beds and lawns; as well as landscape design and installation using the latest computer-aided design software for landscaping.

The Stahls commissioned friend Austin Beale to design their logo and consulted with business advisors Wes Shie and Mary Popovich at the Northeast ISBDC to get their new business up and running.

Attention Too Detail is currently providing free estimates for lawn and landscaping services. For more information, call Attention Too Detail at 260-449-0729.