GREENSHIFT
INFINITY LAWNS



COMPANY PROFILE

GREENSHIFT INFINITY LAWNS · COMPANY PROFILE

ABN 49 185 722 634 · Melbourne VIC

November 2026

PRO-CO-01

Greenshift Infinity Lawns · Company profile

Version	1.0
Status	Active · words approved by Chris, 4 Nov 2026, in chat; publishes with Company Site v1 (SPEC §8)
Owner	Chris Ross
Effective	When Chris approves the new words and names the company domain

What we do

Lawns diagnosed with measurements, managed with soil science, and their progress shown every month.

Lawn performance programs. The Infinity Lawns Program: a 12-month lawn treatment program, 12 specialist visits a year. We don't mow.

Lawn and garden construction. Site prep and levelling · Turf installation · Irrigation · Garden beds and planting · Paving, paths and hardscape · Edging.

Education. PDF guides: the Summer Water Plan, The Art of Mowing and The Mowing Masterclass.

How we work

Every lawn starts with a diagnosis, not a guess.

1. **Diagnosed first.** We measure your lawn, test the soil and diagnose what's holding it back. We look for the root cause rather than treating symptoms.
2. **A summary card after every visit.** A summary card after every visit, a written report you can keep, and an honest answer when a site can't support a healthy lawn.
3. **A lawn story for every job.** Every job is written up as a lawn story: what we found, what we did and why, and what comes next.

Our mission

Your lawn is part of the living land, so our care gives something back. We start with the soil, because that's where a lawn's performance is decided, we put carbon into it every season, and we come back every month so nothing slips between seasons.

Nature works on reciprocity: what you give the soil, it gives back. So we start underneath, with your soil's structure, pH, biology and root depth, and we compare it against your baseline every month. Our approach is regenerative: we give back to the soil and don't take it for granted.

Where we operate

City of Stonnington, City of Boroondara, Bayside City Council and City of Glen Eira, in Melbourne's inner south-east. A postcode wholly or partly inside Stonnington, Boroondara, Bayside or Glen Eira is accepted; split postcodes are confirmed by address. Projects outside these councils are quoted on request.

Credentials

Chris Ross is the founder and owner of Greenshift Infinity Lawns, a lawn performance specialist in Melbourne's inner south-east. Chris holds a Diploma of Horticulture (TAFE Queensland, 2020) and a Bachelor of Biosecurity Science (Box Hill Institute, 2025). Between them he studied soil health and biology, plant health and physiology, and pest and disease identification and management. Before founding Greenshift, he worked at a premium Melbourne landscaping company in garden construction and maintenance.

Diploma	Diploma of Horticulture (AHC50416), TAFE Queensland, 2020
Degree	Bachelor of Biosecurity Science, Box Hill Institute, 2025
Chemicals	ChemCert accredited
Insurance	Public liability insured. Certificate of currency on request.

Contact

Text or call Chris on 0484 332 091. Instagram: @greenshift_infinity_lawns.

More than lawns. A movement.

Change history

VERSION	DATE	CHANGE
0.1	4 Nov 2026	Draft from the Capabilities page.
1.0	4 Nov 2026	Words approved by Chris in chat ("Approved"). No wording changed.