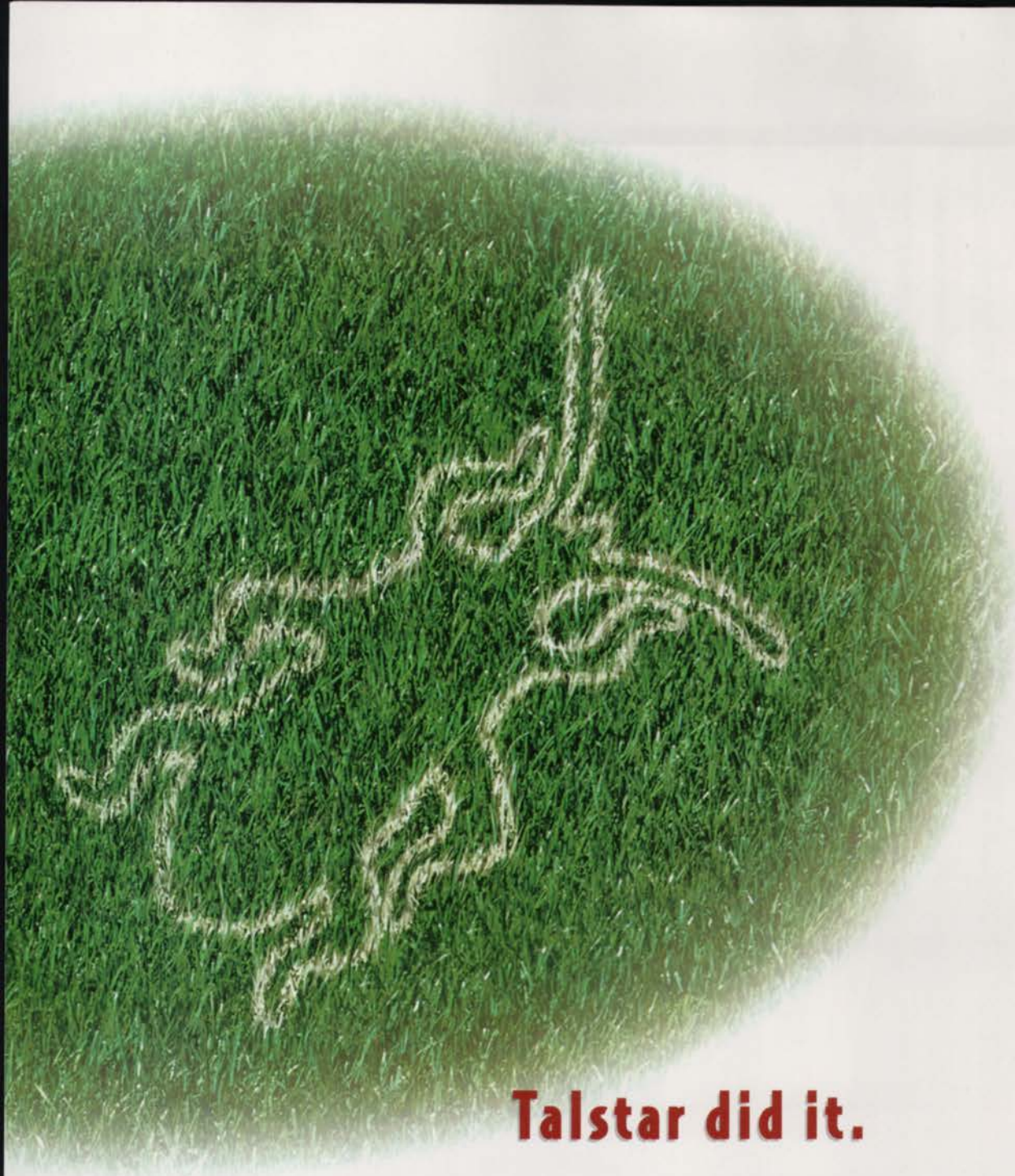


\$3.00

00064

00064 ✓
Mr. —



Talstar did it.

Whether it's a sod webworm, mole cricket, fire ant, chinch bug, mite or other problem insect, there's no mystery to this whodunnit. Clearly, new Talstar® Lawn & Tree Flowable Insecticide/Miticide was on the scene. Because with its long residual and broad spectrum capabilities, no bug walks away from Talstar.

So if you want superior control, it would be *criminal* to use anything else. After all, Talstar not only controls more bugs longer than Dursban®, it also controls them at 1/20th the volume of Dursban. Want the numbers to prove it? Call **1-800-321-IFMC.**

Talstar
Insecticide/Miticide

Talstar and the FMC logo are registered trademarks of FMC Corporation.
Dursban is a registered trademark of DowElanco. ©1996 FMC Corporation.

FMC

USE READER SERVICE #58

More Than 62,000 Subscribers Monthly

Andy D'Angelo,
Reading, Pa.

Cover Photo



CONTENTS



p. 66

LAWN & LANDSCAPE (USPS 657-470 ISSN 1046-154X) is published 12 times per year. Copyright 1996 G.L.E., Inc. Publishers, 4012 Bridge Ave., Cleveland, Ohio 44113. All rights reserved. No part of this publication may be reproduced or transmitted by any means without written permission from the publisher. One year subscription rates, \$30 in the United States, \$35 in Canada and \$98 in other foreign countries. One year foreign airmail rate: \$218. Two year subscription rate: \$42. Subscriptions and classified advertising should be addressed to the Cleveland office. Second class postage paid at Cleveland, Ohio, and additional mailing offices. Postmaster send address changes to LAWN & LANDSCAPE, 4012 Bridge Ave., Cleveland, Ohio 44113.

Departments

82
Advertisers' Index

15
Association News

6
Calendar

80
Classifieds

66
Design Notebook

4
Editor's Focus

18
Environmental Forum

6
Market Trends

16
People

68
Products

8
Reader's Turn

Cover Story

20 Doing the Right Thing

Although J. C. Ehrlich Co. is nearing 60 years in business, its management is looking far into the future and preparing the company to meet the challenges of the next 60 years.



Features

28

Packing the Biggest Punch

Seed research at universities and seed producing companies is focused on developing turf that marries the most desired durability characteristics with great looks.



36 Quality Abounds

Stiff competition is challenging manufacturers to discover innovative features to make their trimmers stand out.

44 Turning Customers on to Landscape Lighting

Contractors and distributors say that landscape lighting service remains a largely untapped and quickly growing area of business.



52 Consolidation: A Marriage of Convenience

Large companies will always buy profitable, well-run smaller firms that emphasize service. They've found that the best mergers marry two good firms into an even better whole.

60 Truck Equipment: Getting What You Need

The challenge with a truck fleet isn't just getting trucks, it's getting the right trucks.



Sue Gibson
Editor

Whenever I describe what it is like to run a business, I use the image of wearing many hats, because it explains the demands of ownership. In my former business, I wore plenty of hats: writer, editor, production manager and sales rep, to name a few. I also wore some hats reluctantly, because they were not my best areas of competency: janitor, bookkeeper, business forms maven and bill collector.

Every business owner believes that some of these hats keep him or her from doing their "real" job — the work they do best. It is inherently frustrating because they cannot spend enough time and energy on the work they enjoy the most.

As a business grows, the owners can delegate the "hats" they dislike to others. So they can swap the humble "janitor's" cap for the "personnel director's" derby or even the wizard's cone of the "company visionary." It doesn't matter what hats you wear now, as long as you realize there are always several hats to wear in business.

It's like the Dr. Seuss book, "The 500 Hats of Bartholomew Cubbins." Bartholomew got in trouble with his king because whenever he took off his hat to show respect, another popped up in its place. It got pretty frustrating for both of them, because 500 hats appeared. Bartholomew could not even be executed because he had to remove his hat for the execution. In the end, he was saved when his hats became fancier and more desirable, to the point that the king offered to pay 500 gold pieces for the fanciest (and last) hat of all.

Which brings me to the question of why some contractors sell their businesses. Certainly, the burden of wearing many hats in business is heavy (even if it just *seems* like 500 hats). The distractions caused by managing several employees and perhaps thousands of customer relationships are enormous. For contractors who started a business as a summer job, it may be too much to manage 50 people. For others who entered the profession because they liked plants, it may be too weird to spend 90 percent of their time selling.

For some contractors, their business has reached the point where more time, money and knowledge will be needed to take it to the next level. They know the cost and don't want to add any more hats. For those who worked hard and grew their businesses into a thing of value, selling is a natural decision. They'd rather return to the "turf expert" visor or try on the "I'm Retired" golf cap.

It's this self-realization that causes some contractors to sell their firms, or others to spread their wings and acquire more. The article on page 62, "Consolidation: A Marriage of Convenience," discusses it in more detail.

This process is natural. Our dynamic industry will always have these changes. As one company moves on, another usually is poised to offer new competition and its owner is willing to don another hat or two for the opportunity. — Sue Gibson

Lawn & Landscape

EDITORIAL

Cindy Code Group Publisher
e-mail: ccode@cerfnet.com

Susan Gibson Editor
e-mail: 102770.56@compuserve.com

Paul Schrimpf Managing Editor
e-mail: schrimpf@cerfnet.com

Bob West Assistant Editor

GRAPHICS/PRODUCTION

Mark Rook Creative Director
Charlotte Turcotte Art Director
Tracy Green Graphic Designer
Helen Duerr Production Coordinator
Lori Zachmann Advertising Production Coordinator

Rosalie Slusher Circulation Manager
Fran Franzak Books Manager

ADVERTISING/MARKETING

Maureen Mertz Publisher/East Coast Sales
1723 South Hill
Milford, Michigan 48381
810/685-2065
Fax: 810/685-2136

Kendra Greenwald Account Manager
Tim McNichols National Accounts Manager,
Specialty Chemicals
Kevin Gilbride Account Representative

CORPORATE STAFF

Richard J. W. Foster President and CEO
Christopher W. Foster Vice President/General Manager
Jim Keefe Manager, Sales and Marketing

Jami Childs Production Manager

EDITORIAL & SALES OFFICES

4012 Bridge Avenue, Cleveland, Ohio 44113
Phone: 216/961-4130
Fax: 216/961-0364

Subscriptions and Classifieds:
216/961-4130

L&L is a member of:

The Professional Lawn Care Association of America
The Associated Landscape Contractors of America
The Professional Grounds Management Society
The Irrigation Association
Responsible Industry for a Sound Environment
Turf & Ornamental Communicators Association
The Ohio Turfgrass Foundation
American Association of Nurserymen
National Landscape Association
The Composting Council



Changing handles takes
one tool and one minute.

MAKE IT STRONG. KEEP IT LIGHT. MAKE IT CUT CLEAN AND FAST AND EASY. DESIGN IT TO REDUCE WORKER FATIGUE AND INCREASE PRODUCTIVITY.

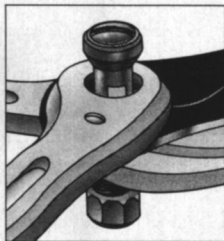
Give us more cuts per hour, especially during those last hours of long days at the end of the pruning season. Give us a blade that we can replace without taking apart the handles — one that holds its edge, is easy to sharpen and simple to adjust. The handles should never need replacing but, if they do, it should take only seconds and require no special tools.

By the way, make it unbreakable and guarantee it forever.

That's what you told us it would take to make the perfect vineyard and orchard loppers. So we did it. And then some.

Our new line of aluminum-handled loppers cut so clean, so fast, so easy and are so strong and simple to maintain, that virtually everyone who has tested them says they're the best loppers they've ever used.

The blade cuts with astonishing ease. Long, to reach into tight areas; large, to slice easily through mature vines and branches; the blade is Radial Arc™ ground and clad with a tough, slick, three-layer fluoropolymer that reduces friction to a bare minimum. This blade requires one-third less force than a conventional blade to make the same cut.



Self-aligning
Pivot bolt

The blade is a separate component. Changing it takes one tool and one minute.

The forged hook is designed to draw the material being cut closer to the pivot. This maximizes leverage and minimizes

the effort required to make a cut. The hook's curvature is shallow enough to easily slip between dense, tangled branches and support wires. Yet it is deep enough to hold the branch securely as the cut is being made. The sap groove is deep and wide for improved self-cleaning.

The square-shouldered, right-threaded pivot bolt that enables quick blade change is positioned so that the hook and blade open wide with a minimum of handle movement — in other words, with less effort. And the same coating that makes cutting so easy also self-lubricates the pivot action.

The Santoprene® bumpers, which provide a cushy rebound at the end of each cut, are located low on the tang well clear of the action. Replacing a worn bumper takes only seconds. Tools needed? Your thumb and forefinger.

Our patented new handle design has astonishing strength. The thick-walled aluminum tubing is oval — inherently stronger than round or rectangular stock. That strength is then compounded by an internal wedge of

high-density, glass-filled nylon that expands as it is compressed during handle mounting. Even given severe abuse, these handles are almost impossible to break. Given proper use, they're indestructible.

The hand grips are designed for comfort and durability. They're thick, to minimize hand fatigue. They're molded of, tough polyethylene and the bottom is extra thick for longer wear when used to drag brush along the ground and into a pile.

Our new aluminum handled loppers come in three models. A 21-inch version with a 1½-inch cutting capacity suitable for vines and shrubs. And 26 and 32-inch models with a 2½-inch cutting capacity for tree pruning.

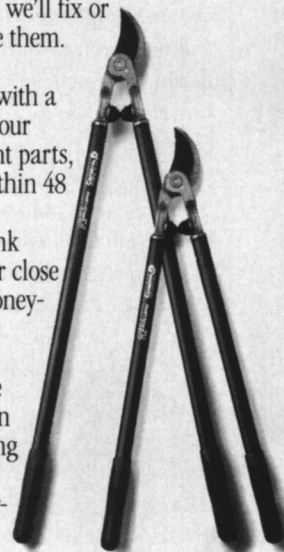
Like all our professional tools, these loppers come with a lifetime warranty. If they break, we'll fix or replace them. Period.

We're also backing these tools with a "Fast or Free" parts warranty. If your Corona dealer is out of replacement parts, call us. We'll have them to you within 48 hours or they're yours free.

If you try these loppers, we think you'll agree that they're perfect, or close to it. So we're making you this money-back offer. Buy a pair. Prune with them for two weeks. Use 'em and abuse 'em. If you agree they're the best, buy more. If you don't, return them to us along with a note telling us what you think would make them better. We'll refund your purchase price. Fair enough?

For further information, contact your Corona dealer or call us at

1-800-234-2547.



26-inch AL 6640
and 32-inch AL 6660
cut limbs up to
2½ inches thick.

21-inch AL 6620
cuts limbs up to
1½ inches thick.

CORONA

C L I P P E R

1540 East Sixth St., Corona, CA 91719

A Harrow Company

® Santoprene is a trademark of Monsanto © 1994 Corona Clipper Company

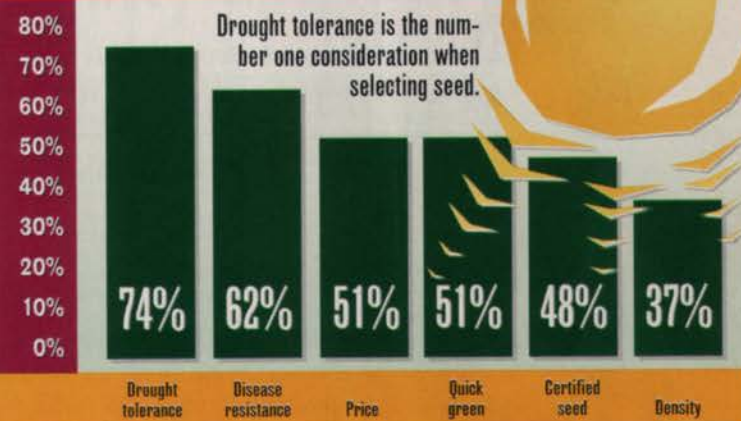
MARKET TRENDS

PLANTING SEED TO BEAT THE HEAT

Results from our April fax survey of readers show that landscape contractors ranked drought tolerance of seed as their number one consideration in selection. The survey showed that 74 percent considered drought tolerance to be valuable, followed by disease resistance (62 percent); price and quick green-up (tied at 51 percent); certified seed (48 percent); density (37 percent); company reputation (28 percent); endophyte enhancement (22 percent) and other (2 percent).

Contractors said they were three times more likely to buy from a dealer. They also indicated they buy seed from garden centers and wholesalers/growers.

DROUGHT TOLERANCE #1



Source: L&L Quick Reader Survey

LANDSCAPE \$\$ DOWN IN '95

THE MOST recent Gallup Poll of United States homeowners using lawn, landscape and tree services shows a slight decline in overall spending for professional services (6 percent), with the average amount spent by households rising by 5 percent. The poll, sponsored by the American Association of Nurserymen, the Professional Lawn Care Association of America, the Associated

1994, showing that baby boomers spent more than 50 percent of the total on services. Southern homeowners again led the pack with 39 percent of total spending.

The modest turndown in 1995 was especially apparent in spending on lawn and landscape maintenance, with a decline of \$1 billion (15 percent) from 1994's total of \$6.6 bil-

lion. Landscape installation and construction services showed the largest increase, rising 5 percent to \$6.2 billion. Weather, economics

(continued on page 8)

CALENDAR

To ensure that your meeting date is published, send an announcement at least 10 to 12 weeks in advance to Lawn & Landscape, 4012 Bridge Ave., Cleveland, OH 44113.

JULY 11-14 ALCA Summer Leadership Meeting, Dana Point, Calif. Contact: 800/395-2522.

JULY 12 Western Pennsylvania Field Day and Equipment Rodeo, Prospect, Pa. Contact: 412/865-2830.

JULY 13 ACLP Pesticides Workshop, Casa Grande, Ariz. Contact: 602/956-4252.

JULY 15 Irrigation Association Certified Irrigation Contractors and Designers examination, Fresno, Calif., and Fairfax, Va. Contact: 703/573-3551.

JULY 23-25 Pennsylvania Allied Nursery Trade Show, Fort Washington. Contact: 717/238-1673.

JULY 25-27 Turfgrass Producers International Summer Convention and Field Day, Sacramento, Calif. Contact: 847/705-8873.

JULY 28-30 The International Lawn, Garden & Power Equipment EXPO, Louisville, Ky. Contact: 800/588-8767.

JULY 30 Midwest Regional Turf Foundation Turf Field Day, West Lafayette, Ind. Contact: 317/494-8039.

JULY 31 Pennsylvania Landscape and Nursery Association Western Pesticide Institute, Monroeville, Pa. Contact: 717/238-1673.

JULY 31-AUG. 1 Summer Grounds Maintenance Conference, Chicago, Ill. Contact: 708/925-6687.

Average amount spent by households **+5%**
Overall spending **-6%**

Landscape Contractors of America, the National Arborist Association and the International Society of Arboriculture, estimated that more than 20 million households spent \$14.2 billion on industry services in 1995. The results echoed those of

Tough Jobs Demand Tough Equipment.



52" Hydro



36" Gear



48" Hydro

SNAPPER
COMMERCIAL PRODUCTS

Call 1-800-SNAPPER
For More Information.

535 Macon Rd.
McDonough, GA 30253

*Only NEW Pro 7 Hydro
(series PP7H & PL7H)
qualify for the rebate.

\$400 Rebate
on NEW Pro 7 Hydro
Mid-Size Mowers*
Through June 30, 1996.
See Your Snapper Dealer
For Details.

USE READER SERVICE #83

MARKET TRENDS

(continued from page 6)

and demographic breakout may have affected 1995's buying patterns and results.

Gallup estimated 23 percent of households will use professional landscape services in 1996. The poll interviewed 1,500 households nationwide, with an of error of +/- 3 percent.

WASHINGTON INITIATES FIELD BURNING PHASE OUT

Seed growers and producers in the Pacific Northwest are working to change an emergency ruling from the Department of Ecology in Spokane,

(continued on page 12)

READER'S TURN

We welcome your opinions and ideas. Send your comments or suggestions to: *Lawn & Landscape*, 4012 Bridge Ave., Cleveland, OH 44113. Telephone: 216/961-4130. Fax: 216/961-0364.

TURFGRASS INDUSTRY NEEDS TRIAZINES

The turfgrass industry has grown rapidly in the past 30 years as home and business owners looked for ways to maintain the aesthetic appeal of their properties. But turf has many benefits too, including:

- **Environmental.** As a natural filter, turfgrass catches water and holds it. Turf also prevents undesirable products from moving too far before soil microorganisms break them down. And healthy turf holds soil in place.
- **Recreational.** Imagine a park or stadium without healthy turf. A healthy lawn also provides a soft place for children to play and for adults to relax.
- **Economic.** A well maintained lawn enhances the value of a property. Maintaining lawns both for residential and commercial customers is important, but it must also be economical. The tools available must be both effective and reasonably priced, which means we need to keep proven, economical weed control products available.

The United States Environmental Protection Agency has targeted triazine herbicides — atrazine and simazine — for possible further restrictions or removal from the market.

Atrazine is used on about 600,000 acres of turf, mostly in the Southeast, every year. The product offers low cost, broad-spectrum control of broadleaf weeds, and it is safe for turf. Atrazine also provides some residual control,

Landscape Computer Imaging



"It took a while to convince me, but now that we use Earthscapes Imaging, we won the last nine jobs we bid on! I did my homework, and Earthscapes is by far the easiest, most feature rich landscape imaging package available."

Joe Simeone, Simeone Landscaping, Bloomfield, NJ

Visit us at the summer shows

Visual Impact Imaging

201-770-9550

USE READER SERVICE #59

TURBO TURF HYDRO SEEDING SYSTEMS

WE CAN HELP YOU GROW FAST!



Pictured, HS-300-E, 300 gallon system with 4,000 square foot coverage per load. Includes 100' of 1 1/4" hose, 3 nozzles, Complete system \$ 3995.00, Trailer optional.

**CUT GERMINATION TIME IN HALF
REDUCE COSTS - INCREASE PROFITS**

One man can quickly spray a mixture of seed, fertilizer and mulch. Cost to seed as low as one cent a square foot. Pre-germinated seed may be used for extra fast growth. No need to use straw. Great for repairs, too!	50 GAL. 650 SQ FT A.LOAD	\$1295.00
	100 GAL. 1300 SQ FT A.LOAD	1995.00
	150 GAL. 2000 SQ FT A.LOAD	2795.00
	300 GAL. 4000 SQ FT A.LOAD	3995.00
	500 GAL. 6600 SQ FT A.LOAD	4795.00
	750 GAL. 1/4 ACRE A.LOAD	7995.00
	1000 GAL. 1/3 ACRE A.LOAD	9995.00

BADGER ASSOCIATES

1108 THIRD AVE., NEW BRIGHTON, PA. 15066
412-846-0670 800-822-3437 FAX 412-846-3470

USE READER SERVICE #60

which eliminates the need for retreating an area because it helps prevent a second flush of weeds.

But what about alternatives? There are other chemistries on the market that can control weeds (although none have the same broad spectrum of control). Can they take atrazine's place? And are there other methods for weed control we should be considering?

First, it would be impossible for mechanical weed control to duplicate the control achieved with atrazine, especially on large properties where manually removing undesirable plants would be labor intensive and costly. Second, alternative chemistries will require multiple applications, resulting in greater overall volume. Third, alternative products may be more mobile in soil or water than atrazine, as well as less effective. We have a 30-year database about atrazine, how it works and its mobility in soil.

In some cases, there are no alternatives. For example, there is no other approved herbicide for broadleaf weed control in Florida St. Augustinegrass. And alternatives for Bermuda/Texas St. Augustinegrass are more expensive. These higher costs could also lead to dissatisfied customers who turn away from our service.

Recently, I took part in a panel discussion before staff members from the EPA, the U.S. Department of Agriculture and Congress. The panel was part

of the Triazine Special Review Conference in Washington, D.C., sponsored by the Triazine Network. The Network is a coalition of more than 600 groups and individuals representing the many crops in which triazines are used. It is concerned about the higher costs and reduced weed control options which could result from further restrictions on triazine herbicides.

Members of the panel represented a wide variety of crops in which triazines are used, including corn, citrus, nursery products and sugarcane. While we covered the specifics relating to our crops, there were three common messages:

- Triazines are more economical than alternative products, and in many cases alternatives do not exist.
- Applicators take responsible steps to protect soil and water.
- Further restrictions on triazines could actually cause environmental degradation because more herbicides would need to be applied more often.

The environmental and economic trade-offs of using mechanical weed control and alternative chemistries are too high a burden to bear. It's up to us to help others understand the benefits of triazines and help keep atrazine in our turf care toolbox. — Erica Santella

The author is regional technical specialist for TruGreen-ChemLawn.

**Fax Number
305 255 2364**



**Call Toll Free 800 228 0905 To Order
or Request Our 200 Page Parts Catalog**

SPRAYER PARTS DEPOT

"The Best For Less"



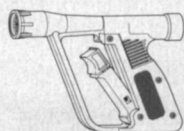
* Prices Subject to Change Without Notice. We ship UPS.



**Pressure Gauges
* \$14.50**



JD9-CT Spray Gun * \$96.50



**SSC Plastic Lawn Gun
* \$49.95 (Less Tip)**

Backpacks and Replacement Parts

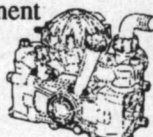


SOLD

**Model 475 or 425 Sprayer
\$79.95 Each**

Hypor

**Discounts on all Hypor
Pumps and Replacement
Parts**



HANNAY HOSE REELS



**1/2" Swivels From * \$22.50
Replacement 12Volt Hose
Reel Motors * \$135.00
Reel Switches * \$5.50**



FMC (John Bean)

Parts Kits and Pumps



SALES - PARTS - ACCESSORIES - FOR YOUR SPRAYING EQUIPMENT



It's any bod

Whether you go with a regular bed or a special body, Dodge Ram is one truck that means business.

Because Ram starts with a rock-solid, ladder-type frame that handles payloads up to 5,990 pounds. And there's



plenty of Magnum® muscle, too, with a choice of two available V-8s, a 300-horsepower V-10, and a Cummins Turbo Diesel that are part of what's, overall, the most powerful line of pickup engines on the planet.

We also gave Ram the

roomiest regular and extended cabs of any full-size pickup... to comfortably handle a crew of 3 to 6 people with tools and equipment. A driver's airbag is standard. And so is better resale value than Ford, Chevy or GMC.†

Add the fact that your Dodge dealer can work with a



y's business.



local special equipment upfitter to
meet your specific needs, and
you've got the ideal truck for just

about any body. Dodge Ram.
For still more information,
call 1-800-WORK RAM.

Always wear your seat belt for a fully effective airbag.

† We calculated resale using avg. trade-in values for full-size '94-'95 models vs. MSRPs, published in Jan.'95-Jan.'96 N.A.D.A. Official Used Car Guide® monthly editions.

America's Truck Stop  The New Dodge
A DIVISION OF THE CHRYSLER CORPORATION

USE READER SERVICE #62

MARKET TRENDS

(continued from page 8)

Wash., that phases out field burning over the next three growing seasons in Spokane-area counties.

The ruling was made in response to public concern about the perceived hazards of smoke.

MISSION STATEMENT:

LAWN & LANDSCAPE magazine delivers superior, total coverage of the continually evolving professional lawn and landscape contractor market, from in-depth business trends and technical research reports to market analysis and new product introductions. For 17 years, L&L has provided industry presidents, business owners and top-level managers the most up-to-date information needed to effectively run their businesses.

It was declared an "emergency" ruling because there wasn't enough time to go through the normal procedure of public hearings before burning commences this summer, according to Glenn Jacklin, Jacklin Seed, Post Falls, Idaho.

The ruling is only valid for 120 days, unless the department begins the process of developing more permanent regulation, when it would ask for an extension.

Jacklin said the seed industry is willing to work with the department to develop reductions that make sense, but it will go to court if it becomes clear that the ruling will be too restrictive. The

ALCA STUDENT CAREER DAYS MAKES THE GRADE

The 20th anniversary edition of the Associated Landscape Contractors of America's Student Career Days attracted over 500 students and faculty from 30 schools to San Luis

Obispo, Calif., for 20 competitive events in horticulture. Areas of competition included arboriculture techniques, irrigation design and maintenance equipment operation. Next year's event is scheduled for Mar. 20-23 in Dallas.



Contractors of the future test their mettle against each other.

ruling requires a 1/3 reduction this year, another 1/3 reduction in 1997 and a total ban on burning in 1998.

Field burning has been used for years by seed farmers to eliminate stubble from fields

and to regenerate the crop. The economic impact on the turfgrass crop is expected to be significant. The most burdened by the new regulation will be growers of bluegrass — nearly 45,000 acres of farm land.

WAIT'LL YOU HEAR WHAT ECHO'S DOING TO

GET NOISE PROBLEMS
OFF YOUR BACK!

ECHO

Ask Any Pro!

USE READER SERVICE #63

BILLMASTER®

THE COMPLETE BILLING SOFTWARE!

- Quick professional invoicing.
- Track multiple businesses.
- Easy & reliable.
- General ledger & inventory.
- Chemical tracking for D.E.C.
- Tax & financial reports.
- Contracts & proposals.
- Scheduling, routing, & mailing lists.
- Unlimited TOLL FREE training & support.
- MUCH MORE FOR ONLY \$695.00
(Easy payment plan available)

CALL FOR FREE DEMO DISK!

PLEASE SPECIFY DISK SIZE 3 1/2 OR 5 1/4

1-800-572-8713

CUSTOMIZED BUSINESS SOFTWARE, GLEN ROCK, NJ



USE READER SERVICE #64

Enter and...

PURCHASED A LOTTERY TICKET LATELY? You have a better chance of winning the *Lawn & Landscape* 1996 Product Giveaway, and entering is **free**. We



even pay the postage! **Jim Cleary of Cleary's Landscape and Lawn Service** in Lakeland, Florida, understands this first hand. Out of over 6,000 entries, his was chosen in the 1995 Product Giveaway to receive, among other products, **free**

equipment from **Toro and Husqvarna**.

LIKE MOST LANDSCAPE CONTRACTORS, Cleary is trying to maintain steady progress and growth in his business as he diversifies. His company is now expanding to include some design and irrigation services. "I don't win many things," Cleary said. "You don't know how much I can use this. I'm stunned, and I'm in need of some equipment," he continued.

ARE YOU IN NEED of some equipment? Entering is simple. . . .

TO ENTER THE 1996 \$10,000 PRODUCT GIVEAWAY, complete the entry form on the opposite side of the card, remove it from the magazine, fold it in half, tape it and send it to us postage-paid by April 30th, 1996. Forms must be complete in order to qualify.

Fax Back Today At (216) 961-0364.

Rules & Regulations

1. NO PURCHASE NECESSARY
2. The contest is open to licensed lawn and landscape contractors, their employees and suppliers. Only persons who, as of the date of the prize drawing, are 18 years of age or older, with a valid driver's license, and are legal residents of the U.S. are eligible to enter. Entry cards must be fully completed.
3. This sweepstakes is not open to employees or the families of all sponsoring firms, *Lawn & Landscape* magazine or other GIE Publishing Co. publications, and affiliated companies.
4. Enter by completing and mailing the official entry form available in the monthly issues of *Lawn & Landscape* magazine, or receive a valid entry form by sending a postage paid envelope to Sweepstakes '96, c/o GIE Publishing, 4012 Bridge Avenue, Cleveland, Ohio, 44113. Not responsible or liable for lost, late, stolen, mutilated, illegible, incomplete, postage due or misdirected entries. **No mechanical reproductions permitted.**
5. PRIZE — \$10,000 retail value of professional lawn and landscape products. The winner will be chosen December, 1996 by a random drawing of all entries received by November 30, 1996. The winner will be announced and notified by U.S. mail and/or telephone. Prize notification returned as undeliverable as addressed will result in an alternate winner being drawn and notified until a qualified entrant is awarded the grand prize. Only one grand prize will be awarded.
6. No cash equivalent or prize substitution offered. Prize is not transferable.
7. All federal, state and/or local taxes, if any, are the sole responsibility of the winner. Winner will be required to sign an affidavit of eligibility and liability/publicity release (allowing the sweepstakes sponsor to use the winner's name and likeness for publicity purposes) as a condition of being awarded the prize. Failure to do so will result in an alternate winner being selected.
8. Void wherever prohibited or restricted by law.
9. Odds of winning will be determined by the number of entries received. All entries become the property of *Lawn & Landscape* magazine and GIE Publishing Co.
10. By participating, you agree to these rules and decisions of the judges which shall be final in all matters relating to this sweepstakes.
11. To obtain the name of the winner of this sweepstakes, send a self-addressed, stamped envelope to "LL Product Sweepstakes," 4012 Bridge Ave., Cleveland, Ohio 44113. Attn: Fran Franzak.

FOLD, TAPE AND MAIL



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO 1322 CLEVELAND OH

POSTAGE WILL BE PAID BY ADDRESSEE

Lawn & Landscape

PO BOX 5817
CLEVELAND OH 44101-9867



NAME _____
 COMPANY _____
 ADDRESS _____
 CITY _____
 STATE, ZIP _____
 PHONE _____
 FAX _____

YES! ☐ NO ☐

Please send (continue to send) a
 subscription to *Lawn & Landscape* magazine

Signature _____ (required)

Date _____

1. What is your primary business at this location?

(Please check only one)

CONTRACTOR or SERVICES:

- ☐ Landscape Contractor
 (maintenance & installation)
☐ Chemical Lawn Care Company (excluding mowing
 maintenance svcs.)
☐ Lawn Maintenance Contractor
☐ Ornamental Shrub & Tree Service
☐ Irrigation Contractor
☐ Landscape Architect
☐ Other Contract Services
 (please describe) _____

Grounds, Parks & Military Installations,
 Condominium Complexes, Housing
 Developments, Private Estates, Commercial &
 Industrial Parks

DISTRIBUTOR/MANUFACTURER:

- ☐ Dealer ☐ Formulator
☐ Distributor ☐ Manufacturer

OTHERS ALLIED TO THE FIELD:

- ☐ Extension Agent (Federal, State, County, City,
 Regulatory Agency)
☐ School, College, University
☐ Trade Association, Library
☐ Others (please describe) _____

IN-HOUSE LAWN/CARE MAINTENANCE

- ☐ In-House Maintenance including: Educational
 Facilities, Health Care Facilities, Government

2. What best describes your title?

(please check one)

- ☐ Owner, Pres., Vice Pres., Corp. Officer
☐ Manager, Director, Supt.,
☐ Agronomist, Horticulturist
☐ Serviceman, Technician
☐ Company, Library copy only
☐ Other (please specify) _____

- ☐ Foreman
☐ Entomologist, Plant Pathologist
☐ Scientist, Researcher

3. How many of your employees are:

full time	1-5	6-10	11-15	16-25	26-45	46-75	76-100	101-150	150+
seasonal	1-5	6-10	11-15	16-25	26-45	46-75	76-100	101-150	150+
applicators	1-5	6-10	11-15	16-25	26-45	46-75	76-100	101-150	150+
maintenance	1-5	6-10	11-15	16-25	26-45	46-75	76-100	101-150	150+

4. What were your approximate 1995 revenues?

- ___ \$0 - \$50,000
 ___ \$50,001 - \$100,000
 ___ \$100,001 - \$250,000
 ___ \$250,001 - \$500,000
 ___ \$500,001 - \$1,000,000
 ___ \$1,000,000 +

5. Circle what percentage of your business is:

Commcl./Indstl.	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Residential	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Gov't/Municipal	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Golf	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

6. Circle what percentage of your business is:

Lawn Care	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Maintenance Svc.	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Irrigation Svc.	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Pest Control	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Installation	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Trees & Ornmtl.	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

7. Roughly, how much did your company spend on the following Turf Chemicals in 1995?

	\$0	\$1,001	\$5,001	\$10,001	\$15,001	\$25,001	\$35,001	\$50,001	\$75,001	\$100,001	\$150,001 +
Herbicides											
Insecticides											
Fungicides											
PGRs											
Biologicals											
Fertilizer/Herb.											
Fertilizer/Insect.											

8. Roughly, how much did your company spend on Ornamental Chemicals in 1995?

	\$0	\$1,001	\$5,001	\$10,001	\$15,001	\$25,001	\$35,001	\$50,001	\$75,001	\$100,001	\$150,001 +
Herbicides											
Insecticides											
Fungicides											
PGRs											
Biologicals											
Fertilizer/Herb.											
Fertilizer/Insect.											

9. Circle the number of mowing units your company operates in the following categories:

Walk-behind

Under 35"	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+
35" - 39"	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+
40" - 54"	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+
Over 54"	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+

Riding

Under 54"	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+
54" or more	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+

10. Circle the number of units your company operates in the following categories:

Trimmers	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+
Chain Saws	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+
Blowers	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+
Brush Cutters	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+
Edgers	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+
Hedge Trimmers	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+
Pruners	1	2	3	4	5-6	7-9	10-14	15-19	20-24	25-49	50-99	100+

BACKPACK, GAS-POWERED BLOWERS RESTRICTED IN L.A.

The city council of Los Angeles voted on May 15 to restrict the use of gas-powered, backpack blowers. The ordinance prohibits anyone from using backpack blowers within 500 feet of a residence, effectively eliminating their use by residential contractors.

Robin Pendergrast, who represented the manufacturer Echo Inc., Lake Zurich, Ill., in the fight to stop the ordinance, said he is meeting with local and regional organizations to determine the next step.

ASSOCIATION NEWS

The Professional Lawn Care Association of America will participate at the International Lawn, Garden & Power Equipment Expo in Louisville, Ky., July 28-30. It will have a booth and conduct a free seminar titled "High Powered Hiring—Tools of Success," by Tom Diederich, Orkin Lawn Care. For details, call 800/458-3466.

Turf research at Penn State University received a \$225,000 donation from the Pennsylvania Turfgrass Council, which has donated more than \$1 million in the past eight years.

The Composting Council's new library of research studies provides a comprehensive collection of com-

post research. Members can receive free studies via fax, e-mail or standard mail. Call 703/739-2401.

Responsible Industry for a Sound Environment reorganized its technical/research committee to form a more proactive arm. It now covers regulatory and registration issues as well as traditional research issues. For information, call 202/872-3860.

The Associated Landscape Contractors of America announced recertification guidelines for the Certified Landscape Professional exam program. CLP recertification will begin in 1997 and occur on a 3-year cycle. For details, call 800/395-2522.

Pruning Standards & Techniques for the 21st Century offers video training on ANSI A300 pruning standards from the **National Arborist Association** and the **International Society of Arboriculture**. Contact 800/733-2622 for details.

Attention Landscapers!

NEW T-60 Series II HydroSeeder®

FINN
\$289/Mo.
Lease*

Call 1-800-543-7166
for a FREE Information Kit!

FINN
CORPORATION®

9281 LeSaint Drive, Fairfield, OH 45014
Phone (513) 874-2818 Toll Free (800) 543-7166
Fax (513) 874-2914



- Returns purchase price in as little as 8 acres.
- Handles the heaviest slurries for more coverage per load.
- The ideal machine for residential and small commercial projects.
- Optional operator's platform expands your opportunities

* Based on list price, 15% down, 48 month lease-purchase.
Taxes and optional Tower/Hose-Reel not included.
HydroSeeder® is a registered trademark of Finn Corporation.

MARKET TRENDS

IN BUSINESS...

The merger of Sandoz and Ciba corporations has been approved by shareholders... Monsanto will invest \$200 million in the next three years for more capacity to produce its Roundup herbicide. Plans call for additions to existing manufacturing plants in North Carolina, Louisiana, Belgium and Brazil... Walker Mfg. produced its 25,000th mower in January... Davey Tree Expert Co., Kent, Ohio, and Allenby Tree, Cape Cod, Mass., merged to create Allenby-Davey... Inner Gardens Landscape, Houston, Texas, changed its name to IGL Landscape Service. **LL**

TRANSITION

Patrick Greene joined The Groundskeeper's Las Vegas branch office as marketing representative.

Alvin Marshall is the new territory manager for the southeast region for Husqvarna.

William Meyer was appointed professor of turfgrass breeding in the Plant Sciences Department at Rutgers University. He was formerly with Turf-Seed Inc./Pure Seed Testing.

Dave Larson resigned as vice president of operations for Snapper. He will return to the John Deere Co., where he worked 16 years.

Zeneca Professional Products named **Matt Giese** product service lead for turf management products in the midwestern and western U.S.

Michael/Todd promoted **R. Jeff Petry** to vice president.

Bill Merrigan has joined Zajac Performance Seeds in the newly created position of production coordinator responsible for contracting with turfseed growers for supply.

Excel Industries named **Jack Fornwalt**, **Ron Pettifer** and **Tim Kamberger** new factory sales representatives.



Patrick Greene



Matt Giese

THE WALKER TOUCH



The Perfect Touch Many operators are finding the mid-size Walker Mower is the perfect size for their job – a compact, maneuverable tractor for small areas, combined with open space productivity of a rider, saves time.

The Finishing Touch Walker Mower delivers a beautiful mowing job with flexible deck suspension and built in vacuum collection system – picks up clippings, leaves and debris for the manicured look.

Ride a Walker

Ask for a demonstration to see the mid-size Walker in action on your job

♦ Available models 11-25 HP, cutting widths 36-62", also dethatcher, two snowblowers, soft cab, rotary broom and dozer blade attachments available.

WALKER MANUFACTURING CO. ♦ 5925 E. HARMONY ROAD ♦ DEPT. LLM ♦ FORT COLLINS, CO 80525 ♦ (800) 279-8537

USE READER SERVICE #66

DURSBAN ELIMINATES 140
INSECT PESTS BECAUSE ALL IT TAKES
IS ONE TO BUG A CUSTOMER.



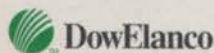
Most customers tend to overreact. Discover one lawn pest and they think they're infested. Never mind that most customers can't tell the difference between a sod webworm and a night crawler.

Keeping customers' lawns insect pest free is what Dursban® insecticide is all about. Not only is it a dependable and economical broad spectrum insecticide,

but it has also been formulated to provide you an effective residual on most turfgrasses and ornamentals.

One thing for sure, use Dursban and customers won't be bugging you with their insect pest problems.

For further information on Dursban, or any other product in the extensive line of DowElanco products, give us a call at 1-800-352-6776. Always read and follow label directions.



*Trademark of DowElanco





FORUM

TESTING IPM. A major battle is brewing in Nassau County, just east of New York City on Long Island, over a recently adopted pesticide notification bill. The final outcome will not only have legal ramifications nationwide, but will also test the mettle of integrated pest management.

The county legislature passed a law in April requiring pesticide applicators to give five days notice of an application to all residents adjacent to a

customer. It was scheduled to go into effect May 24.

The regulation clearly violates the state's pesticide statute, but the landscape industry is taking a different approach to fight it in court, according to Frederick Eisenbud, an attorney with the firm of Cahn Wishod & Lamb, Melville, N.Y., who is representing the county's green industry. Their primary argument is that the statute makes using integrated pest management difficult, if not impossible. For example, he

said, if you find a problem on a landscape, you need to notify the neighbors, then wait five days until you can make any application. By the time you return, a small problem could suddenly turn into a more substantial situation, requiring more pesticides.

A hearing was scheduled to be held just before the impending ordinance was to go into effect. Eisenbud said the industry would be looking for relief from the statute until all the environmental and legal issues can be addressed. **LL**

ONE TOUGH STAKE BODY

BUILT WITH READING QUALITY

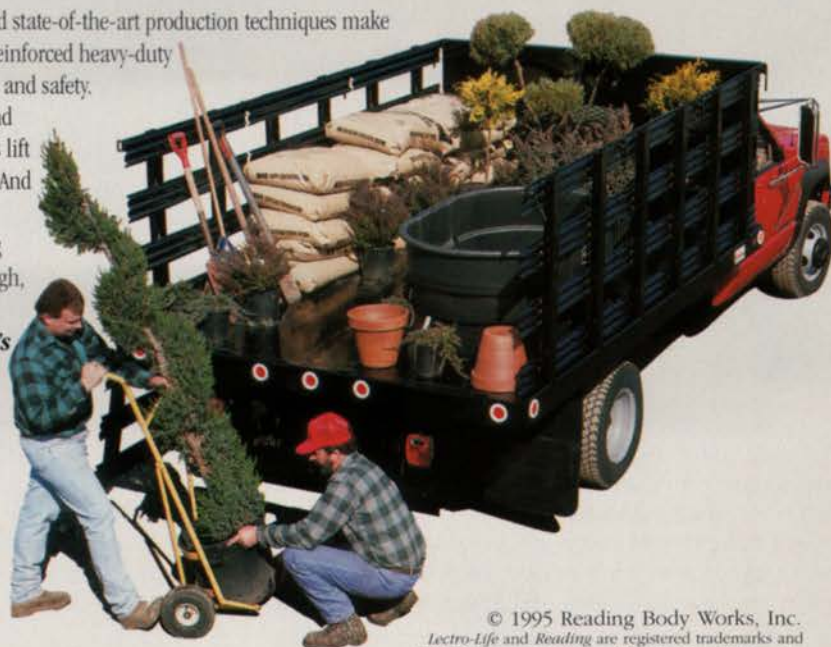
Premium materials, superb craftsmanship, and state-of-the-art production techniques make Reading stake bodies the professional's choice. Reinforced heavy-duty steel understructures deliver maximum durability and safety.

Pressure-treated wood floors protect against rot and termite damage. Rugged stake racks lift out individually for easy loading. And all steel racks receive the unique **Lectro-Life®** immersion priming and **Power Coat™** painting for a finish so tough, they're backed by our exclusive 3-year limited warranty against rust and corrosion. **Now that's one tough stake body.** Call us today for the name of your local Reading distributor.



Reading

Reading Body Works, Inc.,
P.O. Box 650, Shillington, PA 19607
(800) 458-2226
(610) 775-3301 • Fax (610) 775-3261



© 1995 Reading Body Works, Inc.
Lectro-Life and Reading are registered trademarks and Power Coat is a trademark of Reading Body Works, Inc.

USE READER SERVICE #67

MOST PEOPLE ARE ECSTATIC AT HOW
EFFECTIVE CONFRONT IS AT MAKING THEIR
BROADLEAF WEEDS DISAPPEAR.



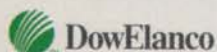
With Confront® herbicide, lawn care and landscape professionals know they're covered. Because no postemergent herbicide controls broadleaf weeds better.

Confront brings you a new standard of broadleaf control on both warm and cool season turfgrasses.

For over 35 different species of broadleaves, from

dandelions and clover to oxalis and ground ivy, Confront is the one herbicide that won't let you down.

For further information on Confront, or any other product in the extensive line of DowElanco products, give us a call at 1-800-352-6776. Always read and follow label directions.



*Trademark of DowElanco



A

Although J.C. Ehrlich Co. is nearing 60 years in business, its management is looking far into the future and preparing for the next 60 years.

By Susan Gibson

RE LAWN CARE services a commodity or a specialty? John Carson, division manager of the Ehrlich Green Team, J.C. Ehrlich Co., Reading, Pa., believes that the service is a specialty adapted to meet individual customer needs. That attitude sets Ehrlich apart from many of its competitors. In some ways, it makes the company's business more challenging and its successes more impressive.

The company places a high value on service quality, employee relations and products used. As Carson explained, "We look to the long term in our business. We don't have to worry so much about making our next quarter look good because we're responsible to the owners, who are family. They're in it for the long term, too. We also make sure our decisions are the right thing for our customers and our co-workers. If we're doing the right things, profit will be there."

DEFINING VALUE. Good service is in the eye of the customer and retention rates are one way to gauge its success. Service at the company began back in 1928, when Julius C. Ehrlich, a chemist and entrepreneur in Reading, got into pesticide formulation. He was asked to provide a pest control service for the local Pomeroy Department Store, which exists today as Bon Ton and remains the original company client. Nearly 60 years of retention is a pretty good relationship.

The company grew in the 1950s as a pest control firm, then became involved in the agriculture industry as a specialty formulator and distributor, a function that continues today. By 1965, the business of vegetation management focused on the fledgling lawn care market. Eventually, J.C. Ehrlich offered lawn and tree care and grew into its present 36 offices throughout the mid-Atlantic area.

Currently, Ehrlich Green Team services approximately 15,000 customers in Pennsylvania, Maryland, New Jersey, Delaware, New York and Virginia. Carson's division employs about 150 employees year-round.

Central to Ehrlich's operations are two major concepts: Customers have different needs, and customers in one market are different from customers in another market. Programs allow homeowners to select a standard or customized plan. "For instance, some people may just want us to treat the weeds and they will do their own fertilization," Carson explained. Customization has been the solution.

"The idea is to identify our customers' needs, then satisfy those needs," he said. "We realize that standard lawn and tree contracts don't fit all people."

The difference in markets also explains why individual offices have so much decision-making independence. "York, Pa., is radically different from Philadelphia," he pointed out. "The residents in both places have different perspectives, and we

John Carson, division manager of J.C. Ehrlich's lawn and tree division, stands near the Pagoda, a fine arts center perched high on the mountain overlooking Reading, Pa. The Ehrlich company has been a fixture in the area, providing pest control and landscape services for nearly 60 years.

Credit:
Andy D'Angelo,
Reading, Pa.

Doing the Right Thing



believe people want to buy locally. While I set guidelines for things like pricing, each office should feel like its own business."

Local autonomy has changed Carson's role as a manager. "My challenge is to find a happy medium between control and empowerment, with the managers feeling they own the operation. The point is not to control, but to influence."

ORGANIZED FOR GROWTH. The heady years of the 1970s boom still inspire Ehrlich managers. "We hear stories about that time," Carson recalled. "Ehrlich had to stop its newspaper ads because we couldn't keep up with the demand for lawn services. It was a time of rapid growth, when revenue doubled or tripled in a few years in new offices, when

(continued on page 24)

Ehrlich Green Team J.C. Ehrlich Co.

HEADQUARTERS: Reading, Pa.

BRANCHES: 36 offices in Pennsylvania, Maryland, New Jersey, Delaware, New York and Virginia. Some offices offer both pest control and lawn care/tree services (12 offer full-time lawn and tree services).

FOUNDED: 1928 by Julius C. Ehrlich

OWNER: Third generation of J.C. Ehrlich family. President is Victor Hammel.

PRIMARY LAWN & TREE SERVICES: Lawn care (50 percent); tree, shrub and groundcover care (40 percent); full-service arboriculture, vegetation management (industrial weed control at railroads and industrial sites) and limited landscape management (10 percent). Services are 70 percent residential, 30 percent commercial.

EMPLOYEES: Approximately 900 employees, 150 full-time in lawn and tree care.

1995 SALES: Nearly \$10 million

1996 PROJECTIONS: 8-10 percent increase

Executive Summary

THE CONCEPT: Stay in our area of expertise and satisfy customer needs. Provide localized service as close to the customer as we can.

FUTURE CHALLENGES: Put the new information system in place for the next 60 years. Continually change and improve services.

Division Manager

JOHN CARSON

AGE: 43

BACKGROUND: After graduating from Delaware Valley College with a degree in horticulture in 1980, he became an orchard manager for three years, then joined J.C. Ehrlich as an assistant manager. He became manager of tree care, consulting in several offices, then moved on to become division manager.





THE INSECTICIDE TO USE
WHEN THE MAIN ACTIVE INGREDIENT
YOU WANT ON THE LAWN IS
AMY.

We thought an insecticide that controls grubs and other insects while using less active ingredient might appeal to people concerned about the environment.

Especially their children's environment.

That's where the brand new chemistry of MERIT® Insecticide comes into play. MERIT is effective at rates 85% to 96% lower than other conventional soil insecticides.

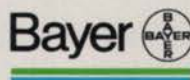
Which means you can get an average of 94% control of grubs, while putting less active ingredient onto your customer's lawn.

What's more, when applied in the spring, MERIT provides enough residual activity to effectively control grubs throughout the summer.

To find out more, contact Bayer Corporation, Specialty Products,

Box 4913, Kansas City, MO 64120. (800) 842-8020.

Because the only thing that belongs on your customers' lawns in high concentrations are their children.



SOFTDESK PRO LANDSCAPE

SHOW AND SELL!

No previous drawing experience required. Softdesk Pro Landscape makes it easy to create professional presentations for both residential and commercial customers.



This photorealistic "After" image was created entirely from the "Before" photograph using Pro Landscape.

4 Programs 1 Package:

ONE.

Photoscape technology includes hundreds of plant and other landscaping materials to create realistic photo-view plans.

TWO.

Easy-to-use professional tools simplify creating a detailed plan-view drawing of your Photoscape image.

THREE.

Estimating module automatically includes all plants and materials used in your Photoscape image and plan-view drawing.

FOUR.

Softdesk landscape marketing tools show you how to use new technology to build your business by closing more sales faster.

USE READER SERVICE #68

cover story

(continued from page 21)

we saw 40 to 60 percent growth rates. Now, those rates are much lower and we have more competition."

The business has changed and the markets are "saturated," he said, making it more difficult to acquire new customers. Ehrlich focuses on retaining core customers.

In lawn care services, particularly, Carson sees intense competition. The acquisition of customers based on price "is a concern," he explained. "Our customers may say, 'You're a great company, but this other company's price is about half of yours and I can't pass it up.'"

This is tough when a company tries to communicate service value to customers. "We offer discounts and incentives, but our philosophy is: What we do has value to the customer," Carson noted. "If we show the quality we provide, we should get a fair price for that value."

Ehrlich's prices are not low, but are competitive, Carson believes. "We also use a high percentage of slow-release fertilizers and we buy high quality products. We have high quality people on the property. Those things cost money and therefore we charge more. It's harder to explain this to new customers, so we have introductory offers."

This philosophy pays off, for Ehrlich boasts retention rates approaching 85 percent in some offices. About one-third of the new business comes from referrals and one-third from existing customers.

Carson points to company management systems to explain its success. Every district office has a district manager and a full-time manager of lawn care or pest control. The basic operating unit is a district office representing a distinct market or a single county. Some offices are only 30 miles apart.

Because each office has a certain amount of autonomy, prices and programs can be customized to fit the markets. Each technician works

alone and uses a master card system that contains all the information from previous visits to a client. Notes on problems or treatments, customers' requests and other information are recorded for easy reference by the technician. Without a system like this, Carson noted, "We would have our people doing their best and still we wouldn't have satisfied customers."

COMMUNICATION CENTRAL.

Ehrlich backs up each technician with centralized training and marketing materials. After each treatment, customers receive a special brochure describing that step in the program and

allowing the technician to add pertinent comments. Technicians also send periodic thank you notes to customers, and they follow up on customers' written comments in person.

From these written and personal communications, Ehrlich man-

'What we do has value to the customer. If we show the quality we provide, we should get a fair price for that value.'



One area of Ehrlich's expertise is arboriculture. As employees increase their technical skills, they can advance up the career ladder.

agers understand why customers act the way they do. "When we analyzed why most people cancelled, it was for reasons other than the fact that we did not do a good job. Most problems were related to communication issues like we didn't call a customer to say we were coming to the property," Carson said.

Ehrlich regularly holds surveys conducted by an independent firm, which interviews customers face-to-face to get a clear understanding of their expectations and experiences with the company.

"The third-party surveys gave us some radically different answers than we had been getting," Carson noted. "Because customers had a personal regard for the technicians, they were reluctant to tell them about problems to their face." The information is distributed to corporate headquarters, regional managers and district offices.

The company's size of nearly 900 employees and a long tradition of pest control services has led to some cases of sending mixed signals. To ready the company for the 21st century, managers are revising the company's information system. According to Carson, the landscape and pest control sides of the business had separate vocabularies and processes. The new system will standardize systems and terminology for everyone. Currently, it is in the code-writing phase. The goal is to provide "a way for the company to operate for the next 60 years."

TRAINING CENTRAL. After a "stringent" hiring process, every employee participates in an intensive, in-house training program geared for technicians, sales representatives or administrative staff. Ehrlich is unusual in the industry because it has full-time sales representatives.

Employees in the company's career advancement program are urged to participate in five levels of training, which may include monthly sessions of Ehrlich's Tree Academy, technical correspondence courses or state certification tests. "Typically, a technician will be registered within a month," Carson said. "About 85 percent of our technicians will become certified applicators in a few months."

Employees are rated when they meet certain thresholds of knowledge and experience, with the goal to be rated as a senior technician. Compensation and advancement are closely tied to this program. Senior technicians may get an annual bonus and serve as the "go-to" people for training or technical knowledge within an office.

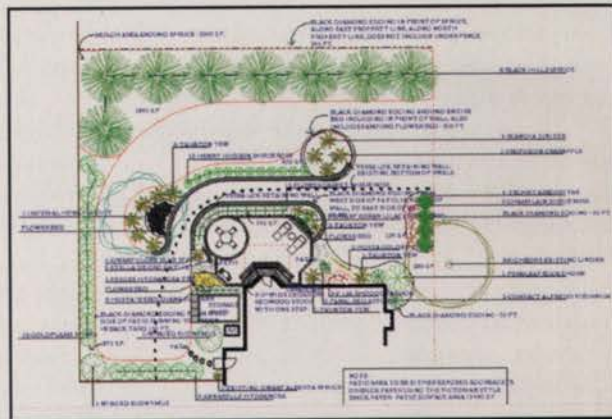
FOCUS ON CUSTOMERS. The challenges of today's marketplace were on Carson's mind in a recent interview:

Q. Is there a natural limit on prices?

A. When you know a market and focus on the people who want to be customers, there will always be an upper end in pricing. You have

FREE CD-ROM Test-Drive!

Experience the ease with which you'll create colorful, professional client presentations.



Pro Landscape Greenhouse feature automatically lists all materials used in your Photoscape and matches them with 2-D symbols for placement in your CAD plan view.

Softdesk Landscape Proposal System

Runs with both Microsoft® Windows 3.1 & Windows®95

\$495

publisher's special limited time offer

Customer Information

Name/Company: Bob & Helen Kelly

Address Line 1: 12345 Oak Circle

Address Line 2:

City: Kansas City

Salesperson: Jack Call

Option Defaults

Delete Line: ☒ Deliver ☒ Install ☒ Guarantee

SKU	Category	Description	Qty	D	I	G	Price	Clear
555189	Evergreen-SI	Arbutus, Globe Midget	3	Y	Y	Y	24.00	
231862	Flower-Annu	Gesnerium, Red	2	Y	Y	Y	12.00	
231768	Flower-Annu	Marigold, Border Yellow	1	Y	Y	Y	13.00	
545644	Shrub-dwarf	Lilac, Dwarf Korean	1	Y	Y	Y	36.00	
243291	Flower-peren	Iris 'Cassara Brother'	1	Y	Y	Y	16.00	
243975	Flower-peren	Tulips	1	Y	Y	Y	12.00	
231266	Flower-Annu	Coleus, Red Yellow	1	Y	Y	Y	15.00	
106448	Mulch	Mulch, Cypress	1	Y	Y	Y	25.00	
710110	Tree	Ash, Green	1	Y	Y	Y	106.00	
	Labor	Labor Per Hour	10	Y	Y	Y	45.00	
Grand Total							796.42	ReCalculate

The Greenhouse feature also links everything included in your design to the comprehensive estimating module.

SOFTDESK

PRO
LANDSCAPE

Order Pro Landscape today or to request your Free CD-ROM Test Drive, call us toll-free.

800-231-8574

Contact us via e-mail at pro@softdesk.com

© 1996 Softdesk, Inc., all rights reserved. The Softdesk logo and Softdesk are registered trademarks; Pro Landscape and Photoscape are trademarks of Softdesk, Inc. registered in the U.S. and other jurisdictions; all other marks are the property of their respective owners.

USE READER SERVICE #69

to have a tremendous volume if you have low prices. If you take more time on the property, you have to charge more.

In the green industry, I think the value of services has been suppressed. Especially in lawn care, the work has been cheapened and it has become a commodity to customers. It should have a higher dollar value for them and we have to build that value. Unless the focus is on the customer's needs, it will only perpetuate low prices.

Q. What autonomy do the offices have?

A. My role has changed from directing sales and handling accounts to developing programs in a senior management role. I work with regional and district managers and we agree on objectives together. Technicians even get involved with decisions on service or response times.

We provide backup, training and resources. The technicians, customer service reps and managers use their judgment.

They're responsible for profitability and have to deal with the consequences of their decisions. We try to give them the information they need.

Q. How do you work with your vendors?

A. We buy well because we're large enough to be a significant purchaser. We limit the number of vendors and look for firms that have a good relationship with our offices, that take a long-term view and that offer good support. It bothers me when vendors constantly change to representatives who don't know what we want. Typically, we set up a deal at headquarters, then let the local managers make their own delivery specifications.

J. C. Ehrlich also functions as a nationwide distributor of pesticides and related products. It's a separate company and we

'The technicians, customer service reps and managers use their judgment. They're responsible for profitability and have to deal with the consequences of their decisions.'

pay a markup. Our offices can go to outside vendors if it's more convenient, but it's still cheaper internally. **LL**

Ehrlich Green Team is located at 500 Spring Ridge Dr., Reading, PA 19612. Telephone is 610/372-9700, ext. 240.

The author is Editor of Lawn & Landscape magazine.

JD9C  \$99.95		LESCO GUN \$70.00 with nozzle \$79.53 	
TRUCK & SKID SPRAYERS INCLUDES 50 GALLON TANK ALUMINUM FRAME 12V 4.5 GPM PUMP 25' 3/8" HOSE POLY SPRAY GUN \$700.00  ALL SIZES AVAILABLE		SPILL KIT  1 Each - Nylon Bag, Goggles Dust Pan & Broom, 2lb. Soak-up, Nitrile Gloves and 2 Each - 24" x 18" Pillows, 48" x 3" Dikes \$69.95	
SAMSON Climbing Ropes Bull Ropes 120', 150', 600'  True-Blue/Arbor-Plex		PRUNER High Quality Replaceable Blade Lifetime Warranty \$18.00 	
600 PSI HOSE 300' or 400'  5/8" PVC \$1.20 1/2" PVC \$.59 3/8" PVC \$.50		BACKPACK SPRAYER SP ESTATE KEEPER 4 Gal - 70 PSI  \$69.95	
PROFESSIONAL TREE & TURF EQUIPMENT 6945 Indiana Court, #400 • Arvada, Colorado 80007 303-422-7608 800-237-7785			
 ALUMINUM HANDLE MEASURING WHEEL \$49.95			

USE READER SERVICE #70

LANDSCAPE FABRICS & EROSION CONTROL PRODUCTS

- **LANDSCAPE FABRICS**
 - Weed Stopper
 - Professional Landscape Fabric & Patio Underliner
 - Professional Plus
 - Weed Restrictor
- **FROST PROTECTION**
 - & Germination Blanket
- **BURLAP**
- **CONSTRUCTION FABRICS & FENCES**
- **POLYJUTE EROSION CONTROL**
- **WOVEN GROUND COVER**
- **FABRISCAPE DRAINAGE SYSTEM**
- **SECURING PINS**
- **KNIVES & REPLACEMENT BLADES**



FABRISCAPE INC.[®]

LANDSCAPE FABRICS & EROSION CONTROL PRODUCTS
 3145 W. COLUMBUS AVE., CHICAGO, IL 60652
 (312) 436-7400 • 1-800-992-0550 • FAX: (312) 436-0335

USE READER SERVICE #71



The all-new power forwards.

We're proud to announce powerful new additions to our line-up. Our F-60 Series front mowers with features and pricing that are going to score a lot of points.

These 4WD mowers include many technological breakthroughs for increased turf performance. The Auto Assist 4WD with Dual-Acting-Overrunning clutch system delivers turf saving traction. In forward and reverse. It automatically transfers power to all 4 wheels when you need it. So, when the going gets tough, you get traction and reduced turf damage instead of wheel spinning. Or, you can choose to engage 4WD on-the-go.

A durable, independent hydraulic

Available with 60" or 72" side discharge mower or 60" rear discharge mower.



Visibility and maneuverability will increase your productivity.

PTO clutch makes it possible to engage and disengage PTO driven implements on the move.

Kubota's E-TVCS diesel engines deliver maximum power while minimizing vibration and noise. And, enhanced combustion efficiency reduces fuel cost and lowers emissions.

The F-60 Series includes 22, 25 and 30 horsepower 4-wheel drive mowers as well as a 25 horsepower 2-wheel drive model.

If you're looking for the ideal combination of comfort, power and efficiency for your team, you've just found a winning line-up.

For more information, please write to:

Kubota®

KUBOTA TRACTOR CORPORATION

P.O. Box 2992, Dept. LL
Torrance, CA 90509-2992

or call Toll Free

1-888-4 KUBOTA ext. 404

1-888-458-2682 ext. 404

Financing available through Kubota Credit Corporation





Packing The Biggest Punch

Seed research is focused on marrying the most desired durability characteristics with great looks.

by Paul Schrimpf



ow more than ever, turfseed research at universities and seed producing companies is striving to uncover varieties that are consistent and reliable performers against the stresses of Mother Nature.

Turf researchers are saying it over and over again — characteristics such as dark green color, density and fine texture haven't been forgotten, but more emphasis is being placed on disease and insect resistance, recovery and low water and fertilizer input.

"We are working extensively on developing natural resistance to

(continued on page 30)

Penn State Seeks to Tap Bluegrass Potential

When David Huff came to Pennsylvania State University, State College, Pa., nearly two years ago, his mission was to find a way to improve one of the most challenging turf species, Kentucky bluegrass.

"There are a lot of good varieties on the market today, but no great cultivars," noted Huff, who is Penn State's turfgrass breeder. "Its reproductive biology makes it difficult to improve and makes research tedious, but we feel it's a good role for the university."

Kentucky bluegrass has two characteristics making it tough to change. First, it is an asexual plant that does not use pollen to produce seeds. Researchers must use hybridization techniques that are more difficult and time consuming to execute. In addition, whereas cross-pollination creates a number of offspring that contain the desired genetic material, Kentucky bluegrass breeding

will yield only a few plants with the desired genetic material.

"Breeding other types of turfgrass plants is like compound interest, but bluegrass is more like hitting the lottery," explained Huff. "You make the crosses, grow lots of plants and hope a 'winning ticket' comes in."

The other challenge bluegrass presents is the relationship between turf quality and seed yield. Generally, the better looking the bluegrass variety is, the less seed it will yield for the farmer and the higher its cost to the end user. Huff is trying to develop varieties that have superior appearance characteristics and high seed yield.

Huff feels the key to making improvements lies in finding a way to control the bluegrass' reproductive process, called apomixis. "You can have a good cultivar that lacks only one trait, but apomixis prevents the recombining of traits," explained Huff. "The ultimate goal is to be able to turn the process off, make the crosses, and turn it back on."

Research has been performed on Kentucky bluegrasses since the 1930s with only marginal progress, but Huff sees it as a great challenge. "It's a good opportunity for a young person to step in and continue the work," he noted.

Huff hopes to have new Kentucky bluegrass varieties available from Penn State in the next four or five years.

When you think you need Roundup, try REWARD®.

With REWARD herbicide, there's no waiting for it to go to work. Because REWARD is absorbed by broadleaf and grass weeds just minutes after application. On golf courses, around residential and commercial turf, greenhouses and nurseries, in right-of-ways — wherever you have a weed problem. REWARD is especially good for spot treatments, edging, tree wells and other areas where you need quick, effective weed control. Unlike other herbicides, REWARD can be used in both aquatic and grounds maintenance situations. Plus it's rainfast in only 30 minutes.



Also with REWARD, there's no worry about the surroundings. It stays where you spray it, controlling weeds without affecting non-target vegetation, fish and other wildlife.

NO WAIT. NO WORRY.

REWARD herbicide. For broad-spectrum weed control without the wait — and without the worry.

For more information, contact your distributor or call Zeneca at 1-800-759-2500.

Always read and follow label directions.
REWARD® is a trademark of a Zeneca Group Company.
Roundup is a trademark of Monsanto Company.
©1995, Zeneca Inc. A business unit of Zeneca Inc.

ZENECA
Professional Products

USE READER SERVICE #10

(continued from page 28)

diseases like brown patch on tall fescue and environmental conditions such as acid soils, drought, cold and heat stress, while improving the texture and density with reduced vertical growth habit," said Scott Harer, sales marketing representative at Advanta Seeds West, Albany, Ore.

"Improved heat, drought and salt tolerance, as well as improved disease and insect resistance continue to be very important to the turfgrass industry," agreed Victoria Wallace, technical service coordinator with Lofts Seed Inc., Somerset, N.J. "These characteristics have helped formulate various aspects of our breeding focus. Every attempt to include as many of these characteristics as possible is made when developing a new or improved turfgrass variety."

Targeting Tall Fescue in Georgia

Turf-type tall fescue has taken the Southeast by storm and accounts for a majority of the home lawns in the region. But the heat and disease pressure through mid-summer in the Southeast is, literally, a killer for turfgrass.

Building a better tall fescue has become the work of Ronnie Duncan, assistant professor of turfgrass biology and genetics at the University of Georgia, Griffin. Last year, he began planting promising varieties of tall fescue under horrendous cultural and environmental conditions, from drought to high humidity to abnormally acidic pH. The survivors of these trials were selected and are now in the field to test their mettle.

"We have 10 to 12 tests being conducted from Florida to New Mexico," said Duncan. "We'll be evaluating their performance in June and July for heat stress and at the end of the summer in September and October."

Duncan noted that the varieties were screened for rust resistance in Oregon and tested for seed yield, and so far the specimens have performed well. If all continues to go well, Duncan hopes to release a variety within two years.

"Our research objectives are to make significant improvements in perennial ryegrasses and tall fescues," noted Art Wick, vice president of research and development at LESCO, Rocky River, Ohio. "Especially important is disease resistance in the transition zone. We're presently screening varieties in Georgia."

"We see emphasis on a dark black-green color as overdone," said John Zajac, president of Zajac Performance Seeds, Haledon, N.J. "We're going away from that direction."

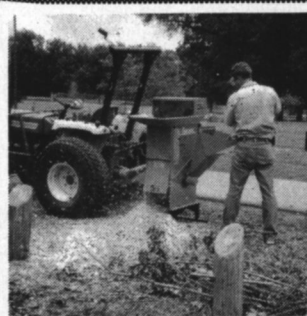
"On the appearance side, perennial ryegrasses are pretty well defined," he continued, "so we are selecting varieties that look good into mid- and late summer and have

**WAIT UNTIL
YOU DON'T
HEAR**
WHAT'S NEW FROM ECHO

ECHO
Ask Any Pro!

USE READER SERVICE #74

PERFORMANCE



Performance is the best one word description of the Goossen Chipper/Shredder.

Whether chipping 5" diameter limbs or shredding smaller branches and leaves the results are the same... a beautiful decorative mulch. An optional blower and leaf vacuum attachment make loading processed material a breeze.

PERFORMANCE PLUS

New 13 hp model



Six models to choose from:
CS1000 PTO

- Three point
- 540 PTO

CS5000 Gas Powered

- 13 hp Honda
- non-highway towable

CS5100 Gas Powered

- 13 hp Honda
- Torsion Axle allows highway towing

CS 5500 Gas Powered

- 13 hp Honda engine
- Skid mount trailer

CS 6000 Gas Powered

- 18 hp Honda engine
- Torsion Axle

CS6500 Gas Powered

- 18 hp Honda Engine
- Skid mount trailer

Goossen INDUSTRIES

For details on this and other fine Goossen Products: Call Toll-Free 1-800-228-6542
In Nebraska: 402-228-4226
Fax: 402-223-2245

USE READER SERVICE #76

Rutgers Taking on a Variety of Turf Issues

Jim Murphy, extension specialist in turf management at Rutgers University, New Brunswick, N.J., said the university is looking into a broad range of turfgrass problems.

Kentucky bluegrass, a focus at Rutgers for many years, is still a primary element of the university's research. Infecting Kentucky bluegrass with endophytes, beneficial fungi that increase a turf's disease resistance, continues to be a major thrust, he noted. In addition, they are screening bluegrass varieties for better heat and drought tolerance.

A niche area the university targeted six months ago is aluminum tolerant tall fescue. Along the eastern and southern seaboard, Murphy

explained, there are areas with abnormally high levels of aluminum in the soil that prevent the establishment of healthy turf. Aluminum retards root development and kills the turfgrass plant.

"Obviously, it's easier to plant a turf type that is adapted to a particular soil than to try to amend the soil to accommodate the turf," said Murphy.

Rutgers is also working with a relative newcomer among U.S. turf-type grasses called *koeleria macrantha*. The species has proven to be extremely low maintenance, providing a dense cover with no fertilization and infrequent mowing.

"It has tremendous potential as a low maintenance turf," he said.

good drought and disease tolerance. In tall fescues and fine fescues, we're selecting better summer performers with fewer inputs."

ENDO-FIGHT. Many seed companies have endophyte-enhanced varieties in their inventories, but there is still much to learn about the effectiveness of the fungus in turf.

Endophytes are microscopic fungi that live within a host grass plant. These fungi produce chemicals that are toxic to turf diseases such as pythium. Endophytes occur naturally in tall fescues and perennial ryegrasses and have been proven to help turf fend off diseases when established.

Questions remain about endophytes, such

as how much infection is necessary to give optimum disease resistance and how persistent endophytes stay across strains and turfgrass varieties. However, because of this proven disease protection, they have been a component, if not a primary focus, of many research programs. Mike Robinson, presi-

(continued on page 34)

Now available for

Windows 95
&
Windows NT

The
Service
Solution

Proven Software for Chemical Lawn and Tree Care
Companies That Service from 500 to 35,000 Customers!

Some of our time-tested features include:

- Billing
- Routing
- Scheduling
- Service Timing
- Credit Checking
- Integrated Customer and Prospect Database
- Estimates, Work Orders, Statements, Renewals
- Next-Door Neighbor & Street-Level Marketing
- 1 Full Year of Free Technical Support
- 2 Days of On-Site Training

•And the Most Responsive Customer Support Available Anywhere!

Data conversion software available for CLIP,
Lawn Assistant, Lawn Assistant II and others.

MS-DOS, Windows, Windows for Workgroups and UNIX
versions also available.

For complete information, call (614) 436-9066 or contact:
Practical Solutions, Inc.
7100 N High St. Worthington, OH 43085

Software Solutions for the Service Industry Since 1983

USE READER SERVICE #35

BUNTON STILL "BUILDING 'EM BETTER"

Commitment to quality, durability and value has earned
Bunton the reputation of "Building 'Em Better" for



over 50 years. Bunton knows how important productivity is to your business. Whether your mowing be commercial applications or residential, Bunton manufactures a wide

range of walk-behind and riding mowers to fit the needs of turf maintenance professionals everywhere.

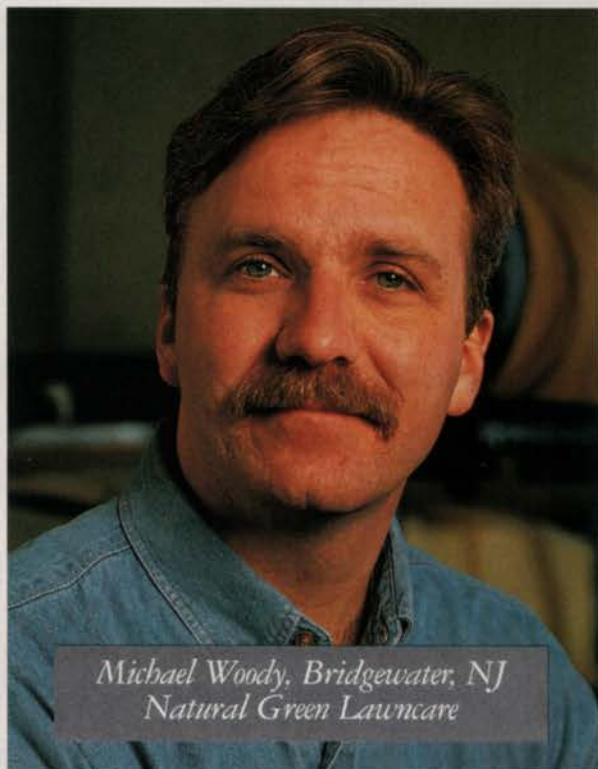
For more information on Bunton rotary products, stop in at your local Bunton dealer or call us at 502-966-0550.

Bunton Company

4601 E. Indian Trail • P.O. Box 33247
Louisville, Kentucky 40213
Phone: 502-966-0550 • Fax: 502-966-0564

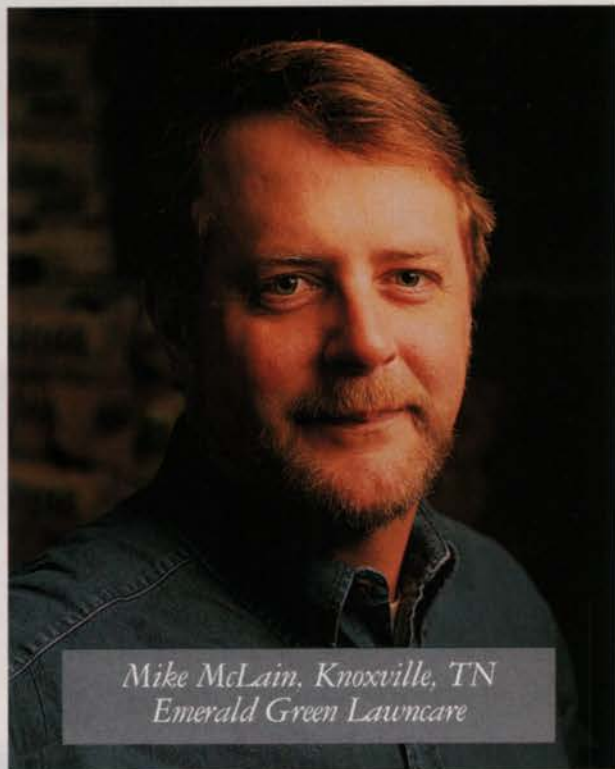


USE READER SERVICE #77



*Michael Woody, Bridgewater, NJ
Natural Green Lawn care*

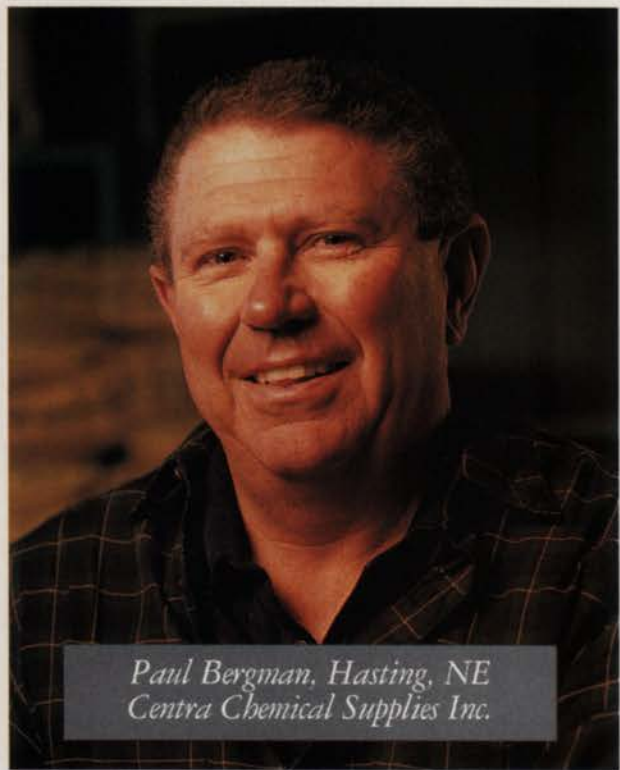
*"When it's my
investment and my
reputation,
Pendimethalin is
my herbicide."*



*Mike McLain, Knoxville, TN
Emerald Green Lawn care*

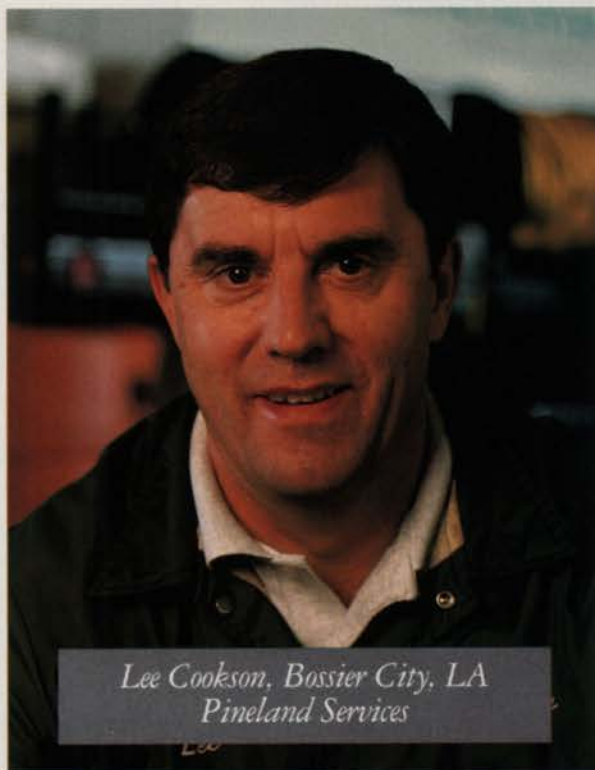
*"After a season
of using Barricade®,
I appreciate
Pendimethalin more
than ever."*

 **CYANAMID**
Agricultural Products Division
Specialty Products Department
One Cyanamid Plaza, Wayne, NJ 07470



Paul Bergman, Hasting, NE
Centra Chemical Supplies Inc.

"We want maximum performance against a wide spectrum of weeds all season long. We use Pendimethalin."



Lee Cookson, Bossier City, LA
Pineland Services

"In addition to delivering outstanding performance, Pendimethalin has helped my business grow by offering cash rebates for every purchase I make."

Take it from those who know. For broad-spectrum, season-long control and cost-effectiveness, no other preemergent turf herbicide can match Pendimethalin. For more information or for the distributor nearest you, call 1-800-545-9525.

Pendimethalin
Nothing Beats Pendimethalin

New Turf Problem Solvers

- ♦ Reduced turf clippings
- ♦ Aggressive tillering & fill in
- ♦ Improved mowing quality
- ♦ Very dark green color
- ♦ Better versus brown patch
- ♦ Durable under traffic
- ♦ Establishes new performance standards

WIZARD

Turf Type
Perennial
Ryegrass



EXCEL

TURF TYPE
PERENNIAL RYEGRASS



PENNANT II

TURF TYPE PERENNIAL RYEGRASS

CELEBRATION

DWARF PERENNIAL
RYEGRASS BLEND



"Seeds for the 21st Century"

Burlingham Seeds

E. F. Burlingham & Sons
P.O. Box 217

Forest Grove, Oregon 97116
800-221-7333 503-357-2141
Fax 503-359-9223

Quality Seed since 1914

seed research

(continued from page 31)

dent of Seed Research of Oregon, Corvallis, Ore., said that sorting out the best endophytes for their varieties is a top priority.

"There are many different types of endophytes," he explained. "Some strains are stronger than others, while others persist longer within the plant. Our research is singling out the top endophytes for our tall fescues and ryegrasses."

Finding different strains of endophytes is like finding the proverbial needle in a haystack. Researchers gather plants from across the country or around the world, for testing. Robinson noted the discovery of a drought-resistant perennial ryegrass with a unique strain of endophyte in a Southern California cemetery that, after five years of refining, is part of the company's line of ryes.

Pure Seed Testing, the research unit of Turf-Seed Inc., Hubbard, Ore., has also been

successful finding new endophytes in turfgrass collections from both the U.S. and Europe, according to turf breeder Crystal Fricker.

One of the great research challenges for years has been creating an endophyte-enhanced, turf quality Kentucky bluegrass. Such a bluegrass with improved disease and insect tolerance has long been recognized as having significant market potential.

Doug Brede, research director at Jacklin Seed, Post Falls, Idaho, said the firm has made significant progress toward creating a marketable bluegrass with endophytes.

About two years ago, Jacklin discovered plant material containing endophytes that were compatible with existing bluegrass varieties and hybridized them, creating a Kentucky bluegrass plant with the capacity to retain endophytes. It successfully passed from plant to seed, and there are presently 200 of the prospective progeny in a turf plot.

Buffalograss is Nebraska's Focus

When it comes to reducing water, pesticide and fertilizer inputs and mowing requirements, few turfgrasses fit the bill as well as buffalograss. Considered a native American plant, buffalograss is the research focus for Terry Riordan, turfgrass breeder and professor of horticulture at the University of Nebraska, Lincoln.

"In nature, buffalograss really has no turf characteristics," explained Riordan. "We tried to find and collect plants that had turf characteristics, such as density and color uniformity. We took what we found and put it under minimal management — little fertilizer, no irrigation and mowing only every three to four weeks. Out of that group, we selected those that looked like turfgrasses under the reduced management."

Buffalograss is a true warm-season grass, but certain varieties have the unusual ability to survive cold stress up into Canada. It goes dormant, but survives winters unlike other warm-season species.

Last year, the university released two varieties which, Riordan said, have so far been successful in the Southwest. "Changing use patterns in turfgrass is a difficult challenge, but I think the releases have done very well," Riordan said.

The university's efforts are focusing on improving the overall quality of the varieties, shortening the time of establishment and extending the growing season for use in northern climates.

Riordan sees the future of turfgrass in species like buffalograss, especially for water-deprived regions of the country. "I don't see environmental issues such as reducing water, pesticide and fertilizer inputs ever going away," he noted.

Texas A&M to Release New Zoysias

"The varieties are similar to mid-range Kentucky blue-grasses," said Brede. "We've targeted two years for having seed samples and three years for commercial production."

OTHER DEVELOPMENTS. Although there's plenty of turf research, seed companies see a continuing trend toward more incremental developments and fewer blockbusters.

One of tall fescue's biggest nemeses, brown patch, has been a primary focus for Pure Seed Testing. After five years of screening varieties, the company is selecting varieties for testing in national trials, according to Fricker. She also reported that several significantly improved seeded bermudagrasses will be sent in for national trial within a year.

For more than a decade, Milt Engelke, professor of turfgrass breeding, genetics and management at Texas A&M University's Agricultural Research Station, Dallas, has developed zoysiagrass varieties for myriad regions and applications. This summer, the fruits of his labor will be released in the form of five new varieties of the species.

The first, to be called Diamond, was developed with the southern coastal areas in mind, according to Engelke. It features high shade and salt tolerance but is not cold hearty without soil modifications. Cavalier has outstanding color, is insect and disease resistant and has good cold tolerance as far north as Kansas in tests.

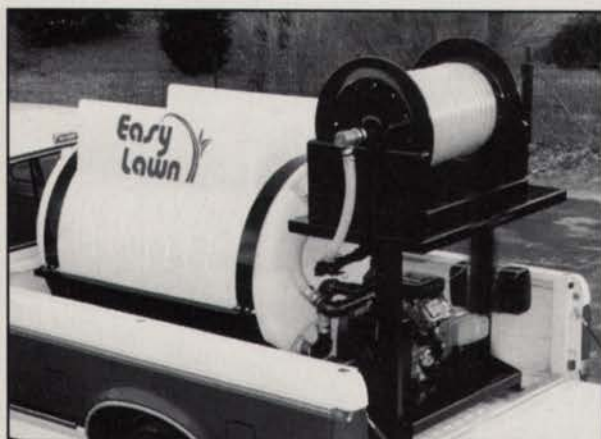
The third variety, Crowne, features a low water requirement, rapid establishment and regrowth, shade and temperature-extreme tolerance and is highly competitive. Engelke said it is geared toward utility use, such as rights-of-way. Palisades tolerates closer mowing than Crowne and is also rapid in establishing and regrowth. It works well in heavy use, such as parks, playgrounds and sports fields. Finally, Royal features excellent fall color retention according to Engelke, has a longer growing season and strong color.

"From a breeding perspective, it looks like things are leveling off a little after years of fast and furious breeding by a number of companies," said Brede. "The Turfgrass Breeders Association asked the National Turfgrass Evaluation Program to stretch out their evaluation cycle an additional year from

the present four- to five- year cycle to a five- to six-year cycle. That change will give breeders additional time to develop the next generation of varieties."

The author is Managing Editor of Lawn & Landscape magazine.

EASY LAWN ADVANTAGE



- HIGHEST SATISFACTION!
- ONE MAN OPERATION
- FASTER MIXING
- BETTER AGITATION
- HIGHER MULCH CAPACITY
- LESS CLEANUP
- LESS MAINTENANCE
- LONGER WARRANTIES
- DOUBLES AS AN OVERSEEDER
- CUTS SEEDING COSTS BY 1/2!

Easy Lawn Hydro Seeding Systems
are engineered to provide the best
Performance, Productivity, & Profitability.



CALL TODAY FOR A FREE INFO PACKET!

800-638-1769

USE READER SERVICE #79

LET YOUR MOWER DO ALL THE WORK!



Kenco Corp. introduces the "BARREL CADDY"™

Designed by a commercial landscaper. Assures proven savings & productivity.
GUARANTEED-OR MONEY BACK

Time is money - The "BARREL CADDY" saves the average landscaper approximately 1 hr./day. No more physically transporting grass catchers and heavy dumping barrels to and from the truck. Mount the "BARREL CADDY" to any commercial walk behind mower and let it transport excess grass clippings.

- HEAVY DUTY STEEL CAGE CONSTRUCTION
- HEAVY DUTY PLASTIC RECEPTACLE BIN
- FIT KITS AVAILABLE FOR EVERY WALK BEHIND
- EASY RUBBER LATCH REMOVAL
- MUFFLER KITS AVAILABLE FOR FRONT EXHAUST MOWERS

Shipping included
Limited time only.

BUY DIRECT \$179.95

1-800-327-5044

Credit Cards
Accepted

USE READER SERVICE #80



THE BASIC premise seems rather simple—keep the weight down, push the power up and control the amount of vibration felt by the operator.

But ask commercial trimmer manufacturers and they will tell you designing and building these products is anything but simple, especially when they're searching for the innovation to set one trimmer above the others in a competitive market.

"Trimmer design is not really a revolutionary thing where somebody is going to come up with a new widget to make their product 50 percent better today," according to Dave Dahlstrom, marketing manager for Shindaiwa Inc., Tualatin, Ore. "It's more of a gradual, evolutionary process."

ALL REVVED UP. The efficacy of a trimmer obviously starts with the engine, and this is one area where domestic manufacturers generally defer to the expertise of their counterparts overseas for maximizing power-to-weight ratios.

"Making these engines as lightweight as possible is an important part of trimmer design for manufacturers," noted Jimmy Farmer, marketing manager for Green Machine products from Homelite Inc., Charlotte, N.C. "Power-to-weight ratios have become a key feature, especially with the Japanese influence of engines."

"No one in the U.S. really builds small commercial type engines as well, so most of them get outsourced to Japan or Europe," commented Fred Danielson, director of distributor sales for Poulan Pro, Shreveport, La.

"A lot of manufacturers try to sell and categorize trimmers based on displacement," added Dahlstrom, "when in fact, it should be based on the performance and horsepower or power-to-weight. That's the real indication of the engine size you need to do a job."

Power is not the only engine by-product concerning manufacturers. Exhaust regulations from the U. S. Environmental Protection Agency and the California Air Resources Board will dictate how future engines work.

"I think most trimmers are similar to what they were five years ago, except for having to meet the CARB standards," said Steve Wood, director of marketing for Husqvarna Forest & Garden Co., Charlotte, N.C. "And I don't think there's

(continued on page 38)



Manufacturers are focusing trimmer design efforts on improving power-to-weight ratios and anti-vibration systems for better productivity and less operator stress, respectively. Credit: The Toro Co.

Stiff competition is challenging manufacturers to discover innovative features to make their trimmers stand out.

By Bob West

Quality Abounds

CREW CUT.



From its heavy-gauge steel construction to its wide, three-spindle deck, the **Mow'n Machine™** mower is built for serious commercial lawn care. Its zero turning radius lets you glide around the tightest obstacles. And the low, out-front deck makes getting under shrubs and trees a

breeze. Add a host of mowing and mulching deck options and you have the ultimate productivity tool for turf and landscape maintenance. Fact is, if your crew is equipped with anything less, they're just not cutting it.

Call **800 31WOODS** for the Woods Mow'n Machine dealer nearest you.

Oregon, IL
815-732-2141

WOODS

WOODS MOW'N MACHINE

USE READER SERVICE #46

(continued from page 36)

going to be any major innovations until somebody figures out how to handle all of the air regulations."

"The CARB standards are having quite an influence on engine design as far as the carburetors used," noted Gary Hardee, manager of power tools for Stihl Inc., Virginia Beach, Va. "We're all working on various carburetors with limiter caps so the end user cannot adjust them as much."

Wood explained that most manufacturers are weary of investing too many resources in new engine designs until Phase II of the EPA regulations is announced. "You don't want to go and spend money on retooling anything and then have to go back and change those designs."

"We're going to have to be sure the engines will survive on a leaner fuel mixture

Living On The Edge

Put the Mona Lisa in a frame of splintered, rotten wood and it may be just another painting.

Like artists, good contractors know that the difference between an aesthetically appealing landscape and an unattractive property often lies in the framing, which means a quality edging job for a landscape.

Contractors have two distinct choices when shopping for a power edger — hand-held or wheeled models — with pros and cons for both.

"The biggest differences between the edgers, and the reason a lot of contractors have gone to

the hand-held edgers, are the maneuverability, light weight and job speed," noted Fred Danielson, director of distributor sales for Poulan Pro, Shreveport, La. "You have much better control of the blade area with hand-held edgers since you're holding the entire product in your hands and you can really fly along straightaways."

Danielson added that hand-held edger versions include lower gearboxes for a 2-to-1 power reduction and high torque and can transport easily since they are the size of a trimmer.

But wheeled edgers definitely present a value to professional contractors, according to Jim Elmer, marketing manager for Tanaka, Kent, Wash. "Our wheeled edger is more powerful and has a 10-inch blade, so it's ideal for establishing new or reestablishing edges where you have to cut some turf," he explained. "The portable, hand-held edgers are better for maintaining existing edges and for work in tight areas, like around flower beds."

which tends to increase the heat in the engine and cause seizures," Dahlstrom noted.

"This means the low-end trimmers are going

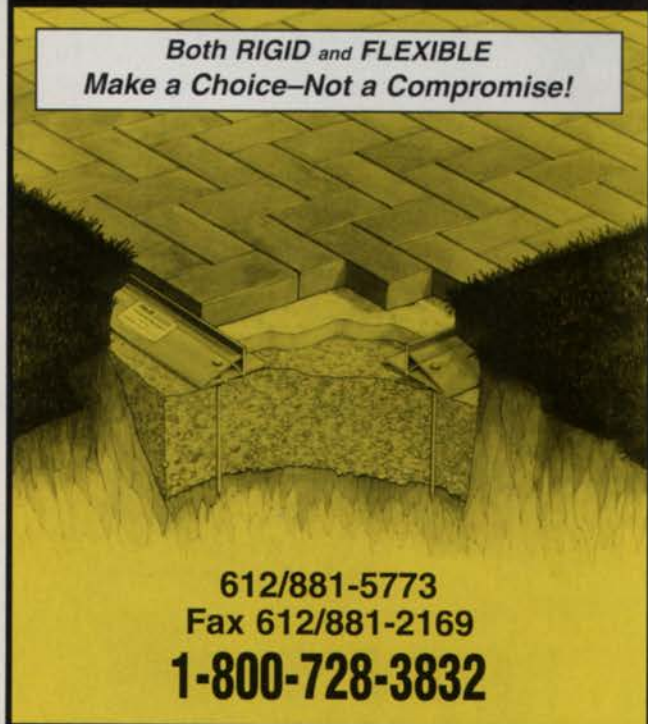
to have more difficulty trying to survive in this new regulatory environment."

(continued on page 40)

PAVE EDGE

"Professional's Choice"

Both **RIGID** and **FLEXIBLE**
Make a Choice—Not a Compromise!



612/881-5773
Fax 612/881-2169
1-800-728-3832

USE READER SERVICE #81

S & S TURF CARE EQUIPMENT, INC. TURF TRACKER

SS8030



FEATURES:

- Spreads and sprays over 4000 sq. ft. per minute.
- Zero turning radius for maximum maneuverability.
- Full hydrostatic drive.
- 12' break away spray boom.
- 150 lb. capacity; 3 speed electric spreader.
- Designed for residential and commercial properties.

(216) 966-4511 (800) 872-7050
FAX (216) 966-0956

USE READER SERVICE #84

JONSERED GR 26 L

Displacement 1.6 cu in (25.4 cc), power 1.2 din hp (0.9 kW). Weight, less cutting equipment 12.3 lbs (5.6 kg)



- Lightweight pro trimmer with loop-handle
- Advanced vibration isolation
- Sturdy, compact lower gear drive

JONSERED GR 26 D

Displacement 1.6 cu in (25.4 cc), power 1.2 din hp (0.9 kW). Weight, less cutting equipment 12.6 lbs (5.7 kg).



- Lightweight pro trimmer/brushcutter with double-handle
- Handle and harness mounting isolated from shaft
- Pivoting handle for easy storage and transport

JONSERED GR 32 L

Displacement 1.9 cu in (30.8 cc), power 1.6 din hp (1.1 kW). Weight, less cutting equipment 13.8 lbs (6.2 kg).



- Medium weight pro trimmer with loop-handle
- Advanced vibration isolation
- Sturdy, compact lower gear drive

JONSERED GR 32 D

Displacement 1.9 cu in (30.8 cc), power 1.6 din hp (1.1 kW). Weight, less cutting equipment 13.8 lbs (6.2 kg).



- Medium weight pro trimmer/brushcutter with double-handle
- Advanced isolation for handle and harness mounting
- Pivoting handle for easy storage and transport

JONSERED GR 36

Displacement 2.2 cu in (36.3 cc), power 1.7 din hp (1.3 kW). Weight, less cutting equipment 15.7 lbs (7.1 kg).



- Easy handling, heavy duty, pro trimmer/brushcutter
- Advanced isolation for handle and harness mounting
- Pivoting handle for easy storage and transport



JONSERED GIVES YOU MORE THAN A GREAT MACHINE

Jonsered not only offers you the most advanced brush and grass cutters on the market. We also offer decades of experience gained from working with professional operators – experience that can help you work more effectively, with less effort. We've also put this experience on paper and film, in a brochure and video on special operating techniques. Both are available from your Jonsered dealer.



Jonsered

Imported & Distributed by: Tilton Equipment Company.

St. Paul, MN • Rye, NH • Alpharetta, GA • Little Rock, AR. 1-800-447-1152.

Distributed in the Western States by: Scotsco, Inc., 9160 S.E. 74th Ave., Portland, OR 97206-3989.

USE READER SERVICE #85

(continued from page 38)

Tom Bingham, product manager for Echo Inc., Lake Zurich, Ill., pointed out that Echo increased the displacement of its trimmers from 24-cc to 30-cc to deal with the Phase I regulations, which take effect Aug. 1 for all two-cycle engine power products.

"It's my suspicion that a lot of the trimmers are going to suffer because of the emissions, since they will have to run leaner," he noted. "Even a well designed, well built trimmer running on the emission flavor fuels is going to lose some power. That's why we stepped up our models."

*'Straight shaft
(trimmers) are
definitely what the
contractors want
because they've got the
transmission down at
the cutting head...'*

Hardee agreed the Phase II standards could create considerable problems for the industry. "The question is whether or not the proposed standards will actually become law," he said. "There are some opinions now that the target levels are a little hard to reach, if not impossible, in some cases."

USER COMFORT. The chances of successfully marketing a trimmer diminish considerably if it is not comfortable to use. Today's trimmers combine shoulder straps, ergonomic control positioning, user-friendly handles and anti-vibration systems to make the operator's job easier.

"One of the first things we look at is the ergonomic design," commented Wood. "For example, we've designed the loop handles with all of the controls located on them for an easy grip and we use engines with slim profiles to keep the equipment closer to the body for less back fatigue."

"The two most important areas of trimmer design right now are making them lightweight and reducing the vibration," agreed Farmer. "Everybody is looking at vibration isolation in some fashion because operators use the equipment up to eight hours a day and it's important to them."

Jim Elmer, marketing manager for Tanaka, Kent, Wash., asserted that anti-vibration systems are a standard for trimmers today, and he singled out the trimmer head as one primary source of the bothersome vibration.

"Everybody has fairly similar designs to isolate the shaft from the engine," he said, "but what is equally important is minimizing

DAWN



OF THE NEW AGE IN SPRAYER TECHNOLOGIES

- CHEMICAL INJECTION
DIRECT, ACCURATE
& DEPENDABLE
(0% - 10%)
- TRIPLE SPILLAGE
CONTAINMENT OF
CONCENTRATES
- ALL FIBERGLASS
FULL ENCLOSURE

TUFLEX FEATURES INJECTO-MATIC CHEMICAL INJECTOR SYSTEMS

- 600 GALLON SEAMLESS FIBERGLASS TANK
- DUAL REELS (TURF/TREE SHRUB)
- TIP-N-POUR CONTAINMENT
- TOOL RACKS
- HANDWASH PORT
- BACK PACK/HAND CAN RACK
- FERT SPREADER MOUNT
- STEP-DOWN REAR ENTRY
- DRY PRODUCT STORAGE
- EXTERNAL TANK FILL PORT
- TANK MIX SYSTEMS WITH AUXILIARY PUMPS & ENGINE ALSO AVAILABLE

Tuflex[®]
MANUFACTURING CO

Experience Tomorrow TODAY.

(800) 327-9005 (954) 785-6402

TUFLEX123@AOL.COM

USE READER SERVICE #86

the vibration that the cutting head produces. Different types of cutting heads really contribute to the vibration. How the line is wound, the strength of the lower gear case and balance from an automatic feed head can help prevent vibration."

QUIET, PLEASE. Trimmer operators aren't interested just in how the equipment feels. How it sounds can be as important.

"We're looking at muffler noise with a very keen interest now," noted Wood. "This noise can fatigue a user more than most people give it credit, and it's a different type of fatigue which causes the operator's anxiety level to build during the day."

"It's very difficult to reduce the decibel level of the string trimmers," added Bingham, "however, by muffling the unit a certain way, we can lower the tone of the exhaust noise and make it more pleasant for the operator and for those around him or her."

Most of the room for muffling improvement lies in the larger models, according to Bingham. "The units over 25-cc have a tendency not to run at such a high rpm level, maybe 500 to 750 rpm less at peak horsepower with a much lower pitch exhaust noise," he continued.

BELOW THE BELT. Contractors also focus their attention on what lies in the area between the trimmer's handle and the turf it cuts — the shaft and the trimmer head.

Most contractors have come to favor straight shaft trimmers because of their increased durability when compared to curved and flexible shaft models. "We just added three straight shaft trimmers to our line," noted Danielson. "The straight shaft is really where I believe the market is headed."

Bingham agreed, estimating that 80 percent of the professional trimmers purchased are of the straight shaft variety. "Straight shafts are definitely what the contractors want because they've got the transmission down at the cutting head and it's so much easier to cut beneath low growth with them."

Hardee went further, estimating straight shaft models have captured up to 95 percent of the market. "Professionals require straight shafts so they can run a wider variety of heads and be able to increase the head speed."

He explained that straight shaft trimmers often include an extra gear near the cutting head that curved or flexible shaft trimmers don't have. While a flexible shaft trimmer may have a 1-to-1 power ratio, a straight shaft trimmer has an increased power ratio.

"We have always used a solid steel drive shaft in straight shaft trimmers for the positive and true connection between the clutch and drive gear, and also to reduce vibration," commented Dahlstrom. "Others have chosen to go with wound steel cable for the drive shaft, which we feel is less positive in power connections and more prone to vibration."



Although it's at the end of the trimmer,

the cutting head is where the action, and damage, occurs. Adaptable designs let contractors switch among various cutting head attachments. On one model, the shaft splits apart for adding other attachments. Contractors can use one tool as a string trimmer, a stick edger, a brushcutter and a blower.

Bingham, however, sees these this feature more suited for the consumer market. "The problem is that if you use your equipment like that and one part breaks, you've lost three tools." **LL**

The author is Assistant Editor of Lawn & Landscape magazine.

A World-Class Event...

SNA '96...
The World's Showcase of Horticulture®
9 - 11 August, 1996
Georgia World Congress Center
Atlanta, GA USA

Sponsored by the Southern Nurserymen's Association
1000 Johnson Ferry Road, Suite E-130, Marietta, GA 30068
Voice: 770.973.9026 • Fax: 770.973.9097
SNA InfoLine: 770.973.INFO • SNA Web Site: <http://www.sna.org>

SNA '96... The World's Showcase of Horticulture®. This international exposition sets the world-standard for the latest in innovative plants, technology and services of the horticulture industry.

Learn new techniques at TechShop '96, gain new insight at the SNA Research Conference and develop new skills from our free business-building seminars at SNA '96!

Experience the excitement of world-class entertainment from Terry Lee and the G.T.'s to Crystal Gayle!

Olympic sights and sounds await you! Take home the gold at SNA '96 the week following the closing ceremonies of the Summer Olympics.

Make plans now to attend SNA '96... The World's Showcase of Horticulture®! Don't miss this world-class event!


More than 1,200 booths
Over 800 Exhibitors
8 1/2 Acres (3.5 Hectares)
TechShop '96 - Newly Expanded
Free SNA Research Conference
Free Educational Seminars
International Exposure
Exciting Entertainment
Fun Family Programs

Williamsburg Travel
The Official Travel Agent of SNA
Up To 70% Off Standard Coach Fares
800.952.9922

DELTA
Delta Air Lines
The Official Airline of SNA
800.241.6760 • ID# U0648

MARRIOTT
SNA's Host Hotel
Hotel Reservations 800.228.9290
Special Low Rates at Selected Courtyards and Fairfield Inns

Hertz
Car Rental
800.654.2240
CV# 7569



TURFGRASS ECOLOGY & MANAGEMENT

BY T. KARL DANNEBERGER, Ph.D

NOW AVAILABLE!

FINALLY, AN ADVANCED TURFGRASS MANAGEMENT BOOK

for the turfgrass professional which goes beyond the introductory level.

TURFGRASS ECOLOGY & MANAGEMENT

...is the first professional turf management text devoted to advanced environmental ecology. This pioneering work addresses the wave of the future and is a must for all professionals. Chapter highlights include discussions of light and nutrients as resources, physiological responses to temperature, population dynamics, predator disturbances and much more.

ORDER YOUR COPY TODAY.

Hardbound, single copies only \$28 plus \$2.50 shipping/handling per copy. *Special Price. Limited time only.*

YES, I'm interested in purchasing _____ copy(s) of **TURFGRASS ECOLOGY & MANAGEMENT**. I understand my purchase will be shipped upon payment. I also understand that I can return my book(s) within 15 days for 100 percent refund if I am not totally satisfied. (Ohio residents only add 7% sales tax.)

☐ Payment Enclosed

Charge my ☐ VISA ☐ MasterCard

Card # _____

Expiration Date _____

Signature _____

Name: _____

Title: _____

Company Name: _____

Address: _____

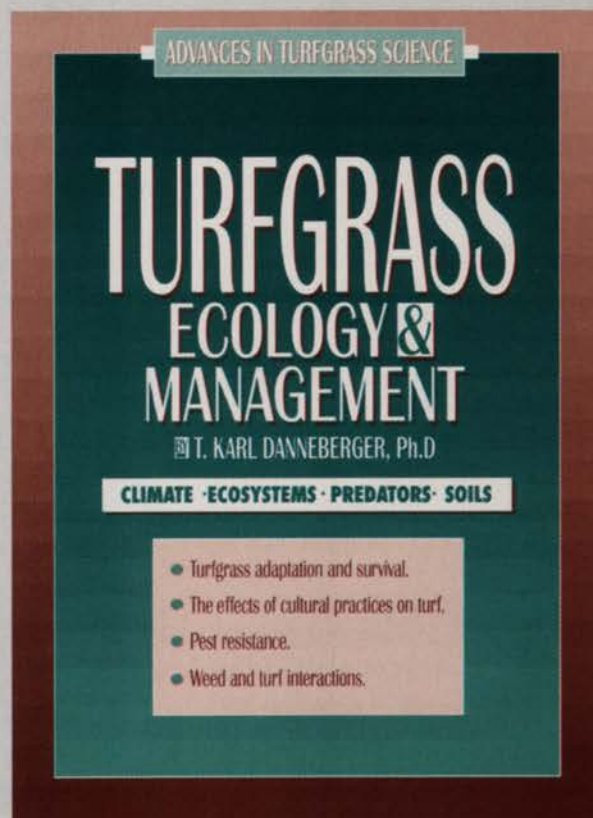
City: _____ State: _____ Zip Code: _____

Published by:

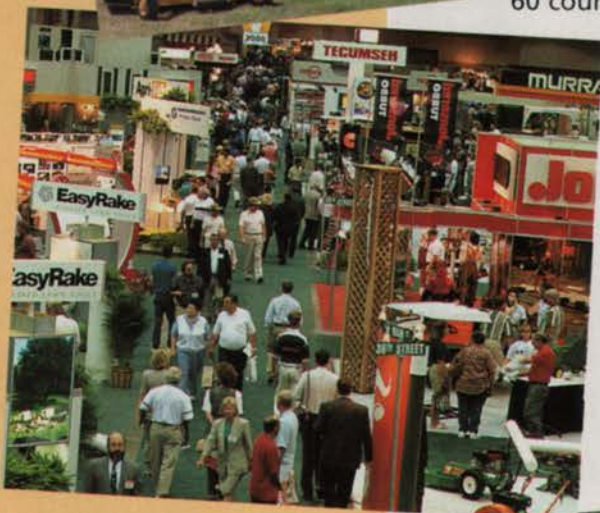
Lawn & Landscape

4012 Bridge Ave.
Cleveland, OH 44113

Call 800/456-0707 for information on
volume, discount prices.



NO OTHER TRADESHOW
DELIVERS THE PERFECT MIX
OF PRODUCTS, VISITORS
AND ACTIVITIES.



INTERNATIONAL
LAWN, GARDEN &
POWER EQUIPMENT

EXPO96

The Name Says It All

International... 29,000 participants from 60 countries in '95. Dealers, distributors, lawn & garden centers, rental operators, nurserymen, national retailers, commercial landscapers, commercial mowing and maintenance pros, plus suppliers – All find their marketplace in Louisville each year!

Lawn & Garden... 68% of EXPO 95's nearly 600 exhibitors featured or included nonpower products ranging from garden tools and terracotta pots, to patio furniture and barbecue grills. One-stop shopping!

Power Equipment...

EXPO is the premier tradeshow for outdoor power equipment for consumer, commercial and rental use. EXPO's giant demo area is open throughout show hours. Try before you buy!

EXPO... Seminars, entertainment, dealer meetings, sightseeing and more!

July 28–30, 1996

Kentucky Exposition Center
Louisville, Kentucky
502-562-1962
FAX 502-562-1970
800-558-8767

Turning
Customers on to

Landscape Lighting

Contractors and distributors say that landscape lighting remains a largely untapped and quickly growing area of business.

By Paul Schrimpf



The three primary reasons customers buy landscape lighting are aesthetics, safety and security.

When you think about it, adding landscape lighting services is really a natural fit for the landscape contractor. Along with providing added security and safety to the home's exterior, lighting extends the time period that the landscape can be enjoyed. That's an important factor with dual income families who aren't home all day to enjoy the beauty of the landscape — not to mention all your hard work.

Lighting industry professionals say that landscape contractors are naturals for understanding the design and technical aspects of landscape lighting. They have a unique understanding of the appearance of plant material and hardscapes in all seasons and can successfully determine what elements of the

landscape should be highlighted and what areas should be left alone.

Still, manufacturers and distributors, as well as contractors who install landscape lighting, describe large pockets of unlocked potential in many markets that are just discovering its benefits and relative affordability.

"Landscape contractors are only a small percent of our landscape lighting sales," noted Ronna Cohen, director of residential lighting for Branch Electric Supply, Upper Marlboro, Md. "It's a group that is just now seeing what landscape lighting can do to increase and diversify their business. Lighting is also a great way to distinguish yourself from the competition."

"It's a strange area of business," Cohen

(continued on page 46)

Roundup® Pro

The complete solution.

Cost-effectiveness

Roundup Pro needs no additional surfactant. The improved rainfastness saves you time and money.

Enhanced performance

Roundup® Pro herbicide features a new formulation for faster, more consistent results.

Environmental integrity

Roundup Pro binds to soil particles so it won't move into groundwater.

Worker confidence

The new "caution" label helps increase worker and community acceptance.

Unmatched product support

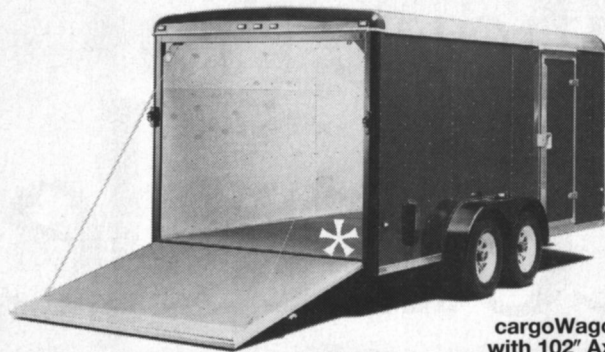
With Roundup Pro, you can always count on *complete* service and support.



With Roundup Pro, the most effective herbicide in the world just got better. Roundup Pro is specifically formulated for professionals like you.

And this is only the beginning. For a *FREE* information kit and the name of your nearest Roundup Pro retailer, call Monsanto at 1-800-332-3111.





cargoWagon®
with 102" Axles

JUST FLAT* GREAT!

Look inside our trailer, above. The big asterisk shows you our 6'9" wide interior floor is **Flat!** No wheel boxes inside. Perfect for motorized Lawn & Garden Equipment, and plenty of "walk-around" room, too.

Wells Cargo offers you great Options for customizing like: FLOW-THRU VENTILATION eliminating fuel fumes, WOLMANIZED 1-1/2" FLOORS and 3/4" INTERIOR SIDEWALLS for "guts." All backed by a Warranty that *really* works for you!

Call 1-800-348-7553 for Catalog & Prices

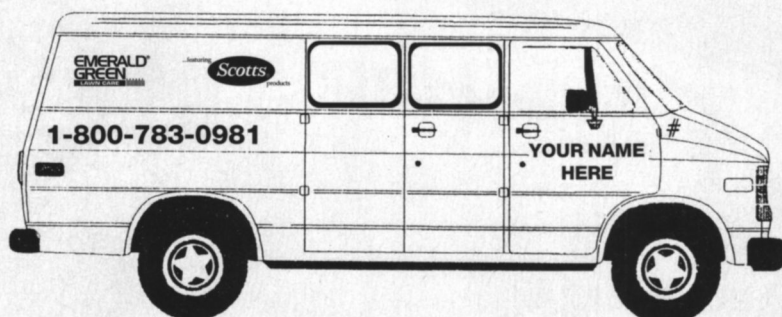
WELLS CARGO, INC. PO BOX 728-1172 Elkhart, IN 46515-0728

Factory Service Points: GA, IN, TX & UT - Nationwide Dealer Network

"With a Wells Cargo Behind... You Never Look Back!"

USE READER SERVICE #89

Franchise Opportunities



- Get And Keep More Customers
- Exclusive Licensing Agreement
- Become A Strategic Franchise Partner

**For Free Details Phone
1-800-783-0981**

**EMERALD
GREEN**
LAWN CARE

...featuring

Scotts
products

USE READER SERVICE #90

landscape lighting

(continued from page 44)

added. "Electricians don't see it as their work because they don't want to work in the dirt. Yet, landscapers don't see it as their work, either, because they don't work regularly with electricity."

All it really takes, most say, is just getting started with the first few jobs.

LOW VOLTAGE REIGNS. Outdoor lighting is separated into two basic categories: line voltage and low voltage. Line voltage lights use current equal to what is used in the home — 120 volts. Low voltage light systems use a transformer that converts the 120-volt line into 12 volts. Because of the high voltage, line systems must be installed by an electrician according to National Electrical Code.

On the other hand, low voltage does not require special licensing. In addition, because low voltage systems are not buried deeply, they can be changed at any time to adapt to a changing landscape plan.

For these reasons, distributors and contractors use low voltage for most applications. "Low voltage systems provide ease of installation and products that are easy to work with," explained Cohen. "They provide quick-connectors that are very flexible and make them easy to move. As plants grow, the system can move with them."

PROPER MARKETING. "Landscape contractors are great technically when given the information (about installing landscape lighting), but the sales and marketing skills they need to present and close the sale are lacking," noted Brian Day, marketing manager with Century Rain Aid, a 44-branch distributor of landscape lighting based in Madison Heights, Mich.

Day conducts landscape lighting seminars throughout the year and has learned a lot about the landscape contractor's perspective on lighting.

"In my seminar, we spend an hour on why the contractors believe they can't sell landscape lighting, and it usually comes down to a lack of confidence about the products and the service," explained Day. "The contractor needs to believe in the service — that landscape lighting provides security,

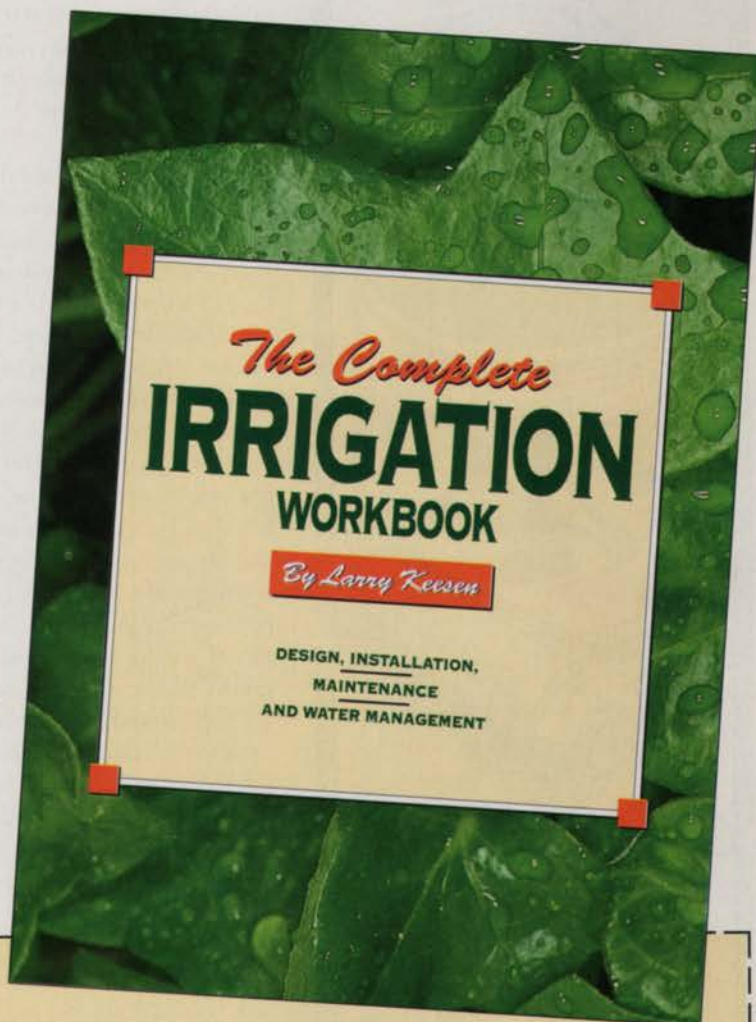
(continued on page 48)

ANNOUNCING...

THE COMPLETE IRRIGATION WORKBOOK: DESIGN, INSTALLATION, MAINTENANCE AND WATER MANAGEMENT.

BY LARRY KEESEN

**NOW
AVAILABLE
for
Immediate
Delivery!**



ORDER TODAY!

☐ YES, I'm interested in purchasing _____ copy(s) of **The Complete Irrigation Workbook** for only \$24 per copy plus \$2.50 shipping/handling per copy. I understand my purchase will be shipped upon payment. I also understand that I can return my book(s) within 15 days for 100 percent refund if I am not totally satisfied.

Please charge to my: ☐ VISA ☐ Mastercard
Card # _____
Expiration Date _____
Signature _____

Return full payment to *Lawn & Landscape* magazine Books Department, 4012 Bridge Avenue, Cleveland, OH 44113. If using your VISA or MASTERCARD, you may fax your order to 216/961-0364. Ohio residents only add 7 percent sales tax. Add \$4 for shipping and handling. Allow 4 to 6 weeks for delivery. *Quantity discounts are available. To order, call Fran Franzak at 800/456-0707.* Published by *Lawn & Landscape* magazine.

A PEEK INSIDE THE IRRIGATION WORKBOOK

Profitable Bidding
Sensible Sensors
Diagnosing System Ills
Appraising Irrigation Systems
Irrigation Designs
Understanding Pressure
Head Selection & Placement
Zoning and Routing
System Hydraulics
Irrigation Installation

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

MultiGreen II

"Like a shot of Vitamins!"



Iron and micronutrient deficient turf and ornamentals respond quickly to MultiGreen II. Iron, zinc, copper and manganese are chelated in natural sugars which prevents chemical reaction with soil and keeps the micronutrients available for maximum plant uptake. Nothing improves root growth, color and stress tolerance more.

MultiGreen II tank mixes with many pesticides for beneficial results. Its natural spreader sticker properties enhance the results of many chemicals while providing all the micronutrients needed for the healthiest possible turf and ornamentals. And all this without burning the foliage.

Regal Chemical Company
P.O. Box 900
Alpharetta, Georgia 30239
Phone: 404-475-4837
1-800-621-5208



USE READER SERVICE #91

landscape lighting

(continued from page 46)

safety and beauty — that it is a necessity."

Day said this means taking the lighting service you provide seriously — and making the customer understand that your expertise is worth something.

"You need to overcome the perception of the 'kit' package with customers," explained Day. "People may say, 'I can get the same thing at the home improvement warehouse for \$49.99, and you're quoting me \$2,500 for the job. What they need to understand is that you are bringing technical and design know-how to the table, and that expertise is worth something.'"

Another requirement for selling lighting is a can-do attitude about the work, Day noted. It's critical that you aren't intimidated by the scope of any lighting job or task you encounter. "Sometimes contractors will hesitate on a lighting job — maybe it's a long run of wire or some aspect of a lighting project that is especially complicated. But it's important that you understand and express to the customer that anything is doable," said Day. "You may need to seek help from your distributor or a licensed electrical contractor, but anything can be accomplished with lighting that a customer could want."

BUILDING BUSINESS. By all accounts, landscape lighting is largely a referral-based business. It's something that people see and want without a great deal of coaxing.

"It doesn't take a great deal of expense to let prospective lighting customers know about the service, just some basic business marketing tactics," said Day.

One of the primary things contractors fail to do is to get into the habit of presenting the lighting option to customers on a regular basis, according to Day. He said that a landscape contractor can convert current landscape customers with no real sales pressure by setting up a sample lighting unit on a customer's property. These lighting "kits" can be assembled by a contractor or purchased from the manufacturer. Essentially, they are easy to install mini-systems that give the customer a good idea of what their landscape would look like fully lit.

"When the landscape is nearly complete," suggested Day, "ask the customer if you

There are large pockets of untapped potential for landscape lighting sales in many markets.



could set up a few lights in their yard to show them what the lighting can do, and that you'll pick them up in a couple of days. Once the customer goes out and sees the result, many times they get hooked." Day said the demo takes about a half-hour to 45 minutes to set up and take down in most cases.

Setting up demos for customers with already completed landscapes is also a tremendous base upon which to grow lighting services. "They already know you do professional work and you know that they pay on time and see your work as professional," Day noted. "It keeps your name out there and keeps the potential for more referrals alive."

Another great aspect of the demo kit is that neighbors also see it. An interested neighbor may end up seeing the sample kit, generating a sale through the "back door."

Ray Szwec, part-owner of Nite-Visions, a landscape lighting design and installation firm in Cleveland, meets prospective customers at their homes just before dusk with sample lighting and a 12-volt battery pack. The kit allows him to show what different aspects of the landscape look like under different types of lighting.

"A lot of times, the customer gets into the design process, and asks us to move the lights around to different areas of the landscape — at that point, the customer is well on the way to being sold," Szwec explained.

When Szwec and his partner first started the business, referrals drove the initial growth. One of the most successful jobs they did resulted in 12 other lighting projects from neighboring homes. Today he nudges the referral process by distributing door hangers about his lighting service to neighbors.

(continued on page 50)

The World's Quickest Tree Injection system

POINTER™ INSECTICIDE (MERIT®)
IS NOW AVAILABLE WITH THE
ARBORSYSTEMS WEDGLE™ TIP
INJECTION SYSTEM.



The
Wedgle™
Tip

- Injections are quick. Most take 10-60 seconds. No waiting to remove capsules. Most trees take 2 minutes or less.
- Least wounding of any injection method. No drilling is needed. Makes a 1/16" slit in the bark.
- Can inject at an easy work height. No need to always inject near the ground.
- No extra equipment is needed. No drill, hammer, or waste container for empty capsules.
- Efficient and rapid use of the chemical. Chemicals are placed in the most active layer of the wood making the Wedgle™ Tip more effective with significantly less chemical than other injection methods. No need to wait for a sunny day — works even in the rain.



ArborSystems, Inc.

P.O. BOX 34645 • OMAHA, NE 68134
(402) 339-4459 • FAX (402) 339-5011
1-800-698-4641

(continued from page 48)

Dana Hellig, vice president of sales and marketing at California Landscape Lighting, a national distributor of lighting based in Westlake Village, Calif., said that contractors could increase their lighting contracts by including it on a bid sheet, even if not requested by the customer. She also suggested the contractors consider making provisions for the possibility of future lighting projects by installing sleeving beneath concrete and decking to ensure easy access and installation of lighting in the future.

Some of the largest installers of landscape lighting are irrigation contractors. Steve Flurry, owner of Atlantic Irrigation, Annapolis, Md., used lighting to broaden the company's level of service six years ago.

His lighting service really caught on in the fall of 1992 when, he said, product awareness suddenly exploded in his market. One of the main reasons for his success was

the use of his irrigation customer list as a base to sell lighting.

"The customer who has invested in an irrigation system is a quality customer who can afford landscape lighting, and who is interested in his yard," said Flurry.

LESSONS LEARNED. Getting the training and experience in landscape lighting systems can be a bit of a challenge, but it is available from a variety of sources. Lighting distributors often conduct periodic seminars geared toward the landscape contractor.

When Flurry started out in lighting, he hired some expertise. "I hooked up with a professional lighting consultant to work with me initially," he explained. "I wanted to start out with the knowledge immediately, so I brought in the professional help."

Along with their lighting courses, Branch Electric offers design help for landscapers who aren't confident with the products.

It's critical that you aren't intimidated by the scope of any landscape lighting job or task you encounter.

Eventually, Cohen said, they learn to design on their own.

Distributors often make lighting kits available for contractors to practice design techniques on their own home. Many contractors got their start by trial and error and by improving their design skills over time. **LL**

The author is Managing Editor of Lawn & Landscape magazine.



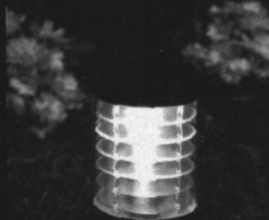
"off" Position

The Lighting Industry's **SOLUTION**

that Eliminates Damaged Landscape Lighting Fixtures!

POP LIGHT[®]

The original outdoor lighting fixture that automatically recedes into the ground when not in use.



"on" Position

**Call today:
800-277-7454**

PH: 203-335-5666
FAX: 203-336-8153

USE READER SERVICE #92



NIGHT-HAWK

Lighting Products, Inc.
LANDSCAPE LIGHTING

Under 15 Volt
UL Listed

**A quarter page
can't possibly
tell our story.
Fax us for our
4 color brochure.**

Built to Illuminate the Landscape!

12927 S.W. 133 Court, Miami FL 33186
(305) 256-6900 Fax (305) 256-0299
1-800-230-9577

Email mjhhawk@icanect.net

Visit our Web Page

<http://www.icanect.net/nitehawk/index.htm>

USE READER SERVICE #93



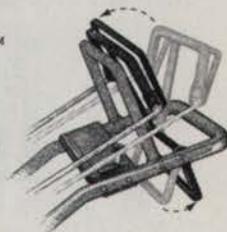
At least he only has to wrestle with it for a few seconds.



You have to hold on a little longer. Like 8 hours a day. That's why with the patented Toro® T-Bar™ steering system there's no squeezing. No struggling. In short, no pistol grips. Just put your hands on the bar, push, and you're off and running. Steer right, you turn right. Steer left, you turn left. Let go and it returns to neutral without killing the engine.

It's that simple. In fact, compared to mowers with old-fashioned pistol grip steering, Toro mid-size mowers with our exclusive T-Bar feature are easier to maneuver and steering is less tiring. And that means more productive mowing time and less chance of injury. It's no wonder Toro T-Bar steering is the preferred choice of commercial cutters. To find out more, call 1-800-982-1900. Or ask your

ProLine dealer for a demonstration. **The Toro T-Bar. Steering that makes sense.**



The Patented Toro T-Bar™
Steering System

TORO ProLine

Large companies will always buy profitable, well run smaller firms that emphasize quality service. They've found that the best mergers marry two good firms into an even better whole.

By Susan Gibson



Larger firms often pursue acquisitions for growth. Left, Rentokil's latest project: Opryland Hotel's atrium expansion.



How do mergers and acquisitions affect the competition? In some markets, a strategy of acquisition places real fear in the hearts of competitors. In others, the market dynamics don't change too much — the new company just becomes more competitive.

Consolidation reflects the natural forces of a fairly young industry that is just starting to mature. All the experts interviewed for this article agreed that mergers and acquisitions are normal, as the range of services expands and companies have more assets to spend.

POTENTIAL FOR SYNERGY. As competition becomes stronger, large companies search for ways to

maximize their returns, said Patrick Norton, president of Barefoot Grass Lawn Service, Worthington, Ohio. "Acquisitions can be advantageous because a company can get more buying power through economies of scale. There's also the potential for synergy in employees or in customer bases."

The Barefoot acquisition strategy started when it went public in 1991. Since then, it has expanded into 99 markets and expects to top 100 this year.

While the choice of a company may be dependent on geographical location, many larger firms look for a certain kind of company to acquire. "We look at different characteristics in potential companies," Norton noted. "For instance, we look at the pricing structure, customer base, employee base, whether it uses dry or liquid applications and other factors. The more similarities it has with us, the better (the acquisition) will be."

J. Richard Cottrill, president of Rentokil Environmental Services, Riverwoods, Ill., said his company also looks closely at the people and service quality of a potential acquisition. Location is a major part of the acquisition strategy. "If a company is in a market that we're in, the value is higher to us because we can consolidate the business, cut overhead and see other savings."

He said the interiorscape market is of the size that his company knows where to look for high quality employees. "We know who the major players are and what quality of business and employees they have. That's important to us because

(continued on page 54)

Consolidation: A Marriage of Convenience

Confidence for Today's Environment.



SCIMITAR® insecticide gives both you and your customer confidence for today's environment. Because SCIMITAR delivers superior control of major turf and ornamental insects like mole crickets, fire ants and chinch bugs—in just seconds. Without harm to plantings and without an odor that can cause your customer concern. With advanced pyrethroid chemistry in matching formulations.

A non-restricted use insecticide, SCIMITAR is available in two highly-effective formulations:

SCIMITAR CS, a timed-release liquid for fast knockdown and extended residual, and SCIMITAR WP, an easy-to-use powder in water soluble packs.

SCIMITAR turf and ornamental insecticide—giving you confidence for today's environment.

For more information, contact your Zeneca representative, or call 1-800-759-2500.

Scimitar
INSECTICIDE

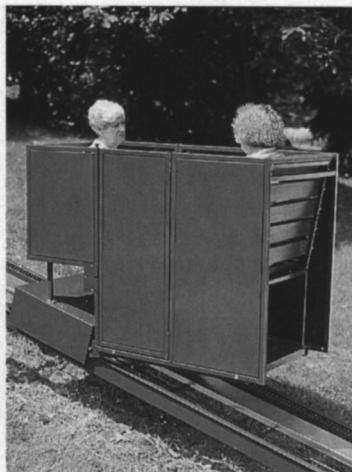


ZENECA Professional Products

Always read and follow label directions carefully. SCIMITAR® is a trademark of a Zeneca Group Company. ©1996 Zeneca Inc. A business unit of Zeneca Inc.

USE READER SERVICE #12

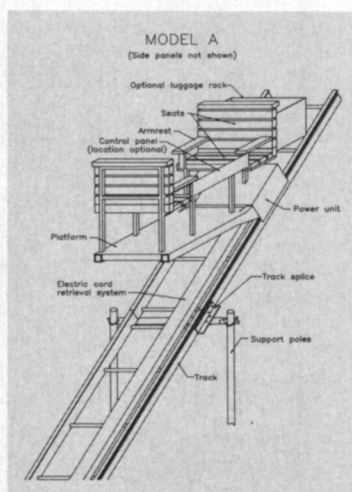
"IT'S SIMPLY INDISPENSABLE."



That's what you hear owners say about Hill/Climber, the personal outdoor transportation system.

Wherever activities exist on multiple levels or things have to be carried up steps.

Wherever easy access is needed to a cabin, boat dock or parking area. Hill/Climber provides the reliable, easily-installed solution.



For free literature, please contact:

INCLINATOR
COMPANY OF AMERICA

Dept. 95
PO Box 1557
Harrisburg, PA 17107-1557
(717) 234-8065

USE READER SERVICE #94

consolidation

Taking The Plunge: Selling Your Company

There are two main reasons why owners sell their lawn or landscape companies, George Gaumer, national sales manager-commercial services at The Davey Tree Expert Co., Kent, Ohio, maintained. Either a company owner wants to retire or "burns out" from operating a business, or it has reached a growth plateau and needs new financial resources or management expertise to move up to the next level.

Such was the case for Rick Barnes, former owner of Greensphere in Atlanta, which was purchased by Naturescapes, also of Atlanta. "My partner and I ran our company for 10 years and had fairly level revenues for the last five years. We didn't really have the desire to take the business to the next level."

Barnes and his partner had considered the move for a while. "We were getting burned out with all the hats we had to wear and we wanted to focus more on horticulture than on the other issues involved in running a business."

He described the merger with Naturescapes as "a good fit." Both companies are quality oriented and emphasize the customer first. His concern for the fate of his employees was eased when he realized that Rick Upchurch, president,



Consolidation has encouraged growth in franchises and alliances with suppliers. Credit: Emerald Green.

"recognized people are the most important aspect of the industry and he didn't eliminate any jobs."

Barnes is now vice president of Naturescapes and said the changes have been positive because the larger company can offer more services to both residential and commercial customers.

OWNERS AS PARTNERS. Last year, The Scotts Co. of Marysville, Ohio, bought 25 percent of Emerald Green Lawn Care Co., Indianapolis, Ind., which has five company branches and 15 franchises east of the Mississippi. The alliance gives Emerald Green "a real edge on customer acquisition," because of consumers' familiarity with Scotts' products, according to Jim Miller, vice president of franchise development.

He explained that his company's acquisitions are structured differently than many others, in

(continued from page 52)

in our business, we're only as good as the people in it."

Rentokil has made 28 acquisitions in the United States since 1988. They are a major part of the company's growth strategy aimed to meet a bottom line gross profit goal of 20 percent per year (which it reached in the last 27 of 28 years).

George Gaumer, national sales manager-commercial services for The Davey Tree

Expert Co., Kent, Ohio, also used the term "synergy" to describe the benefits of consolidation. "We hope that definite synergies will develop when we enter a market — that one plus one equals three. For instance, in a recent acquisition, we've joined Davey's lawn care and tree expertise with the Reinhold Group's commercial grounds management services in Detroit. We're promoting that and hoping for a synergistic result."

A merger can create a better company,

that the owners become partners in the larger corporation based on the equity they bring to the table. Franchisees are included in the partnership principle. "We see them as partners and we stay active in their day-to-day operations, like we would in a corporate store."

He noted that a typical acquisition is "a smaller operation that is focused on customer service and that grew on the skills the owner acquired. Usually, it can't move beyond 8,000 customers to the next level. We come in, inject money and expertise to improve the operations, which results in a service company with a strong leader who can focus on providing the service."

The recent acquisition of Shrub & Turf, Athens, Ga., by Emerald Green made owner Andy Hines a vice president and a partner. "They saw the cover profile story on my company in *Lawn & Landscape* and approached me because they saw that our operations jived with their goals. I felt they had a good team of leaders."

Through the merger process, Emerald Green took over payroll and other functions, allowing Hines to continue his programs and focus on his goals. "They've provided an opportunity for my employees that I could not provide. It was a way to improve what I've been doing in the business."

Julia Hines, office manager, explained that the change has had little effect on company operations. "We've continued all of our programs. We explain to our customers that we're still Shrub & Turf, we're still the same people, we're still local. Only the name has changed."

maintained Chris Davitt, vice president, director of the landscape installation division of Ruppert Landscape Co., Ashton, Md. "The benefits of consolidation can be significant in landscape contracting, particularly with firms that perform a lot of diverse services, because you can match the strengths and weaknesses of both companies."

This has added benefits for the competition, too, he noted. "If it's a good acquisition

(continued on page 58)

Progressive Electronics Model 521 WIRE & VALVE LOCATER

- Find Lost Solenoid Valves
- Locate Wire Path And Depth



e-mail lnghrn1069@aol-com

1-800-284-0205

Irrigation & Landscape Supplies • Dallas, TX

USE READER SERVICE #95

save 10%

All The Equipment You Need To Troubleshoot Irrigation Systems

\$585.00

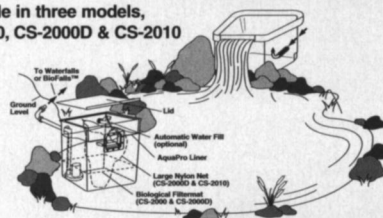
(REG. PR. \$650.00)

Aquascape Designs Introduces The CleanSweep™ Skimmer and BioFalls™ System For Easier Maintenance

- Triple duty CleanSweep™ acts as Skimmer, Pump Vault and Pre-filter
- BF-4000 combines a waterfall and biological filter
- Advanced Watergardening Video demonstrates 3 complete pond & filter installations only \$12.95

Available in three models,
CS-2000, CS-2000D & CS-2010

BF-4000 & BF-4000D



Call or write for a FREE catalog.

Aquascape Designs • 1002 Carolina Dr., • West Chicago, IL 60185
1-800-306-6227 • fax (708) 231-8863 • E-Mail: Aquascape@aol.com

USE READER SERVICE #96



**Creative
curb**

*Creates
profits*

Call
for FREE
Demo Video

- Install over 1000 ft. per day
- Low maintenance
- Create various shapes, sizes and colors
- Self-propelled, electric or gas powered
- Residential, commercial and golf course uses
- Add to your services and bottom line - material costs \$.40 per foot
- Durable curbing is freeze thaw tolerant

1-800-292-3488

Concrete Curb & Landscape Border Equipment

Fax 714-587-9680 • 23362 Madero Rd., Suite E • Mission Viejo, CA 92691

WE DON'T
JUST DELIVER GRUB
CONTROL.
WE OVERNIGHT IT.



You know how much damage grubs can do once they begin feeding. So don't settle for an insecticide that stops grubs eventually. DYLOX® Insecticide delivers grub control posthaste. In other words, it's the fastest grub control available.

After grubs hatch and begin to feed, apply DYLOX. Within 24 to 48 hours, the grubs are dead. And since DYLOX has a very short soil residual, it's an insecticide you can feel good about using.

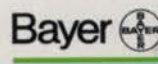
What's more, unlike other subsurface insecticides, DYLOX has no label restrictions on land-



scape and recreational turfgrass varieties or sites. In fact, with the 80% water-soluble powder formulation, you can even spray flowers, shrubs and trees and get first-class control of ornamental insect pests.

DYLOX is a low-odor compound and is also available in a 6.2% granular formulation. To find out more, contact Bayer Corporation, Specialty Products, Box 4913, Kansas City, MO 64120. (800) 842-8020.


And get fast grub control signed, sealed and delivered.



Now, access boxes in the size, shape and color for your irrigation system

AMETEK access boxes offer a choice of lid colors to match your application. To blend in, choose from green for turf, brick red for redwood landscaping or brown for mulched areas. Purple lids will identify reclaimed water systems and black is used for electrical applications. Rectangular boxes feature snap lock or pentagon security lids; 10" round boxes have twist lock lids and 6" round boxes have snap fitting lids. All are made of strong, lightweight thermo-plastic designed for underground use. AMETEK, Plymouth Products Division, P.O. Box 1047, Sheboygan, WI 53082-1047. Phone: 800-222-7558 (In WI, 414-457-9435). Fax: 414-457-6652.

AMETEK irrigation boxes are warehoused regionally throughout the U.S. and Canada.

 Products Manufactured From Recycled Plastics



AMETEK
PLYMOUTH PRODUCTS DIVISION



consolidation

(continued from page 55)

and it makes one company better, it makes the industry better. Change is positive because it makes a company and its competitors look at themselves and analyze what they're doing. This process is good for the industry and good for our customers."

The risk, Davitt added, is when the acquisition involves companies that aren't a good match. "Then, mergers can build on both companies' weaknesses instead of their strengths. If a company can't digest the influx of new employees and customers, several aspects of the business may suffer. If customer service is one of those areas, the landscape industry as a whole may suffer, because that hurts the competitors as well."

As an example, he explained customers may begin to bid out jobs on a yearly basis if they have had poor customer service from a contracting firm. "If customers are happy, they don't need to bid out work so often."

MAKING A MATCH. How do companies find an acquisition that is the right match? And how do they make it work? Most experienced acquisition firms have proprietary guidelines helping them assess potential customer and employee turnover, financial health, local market characteristics and reputation with customers. Depending on the market, some turnover is expected.

"We look at similarities" to judge customer retention during an acquisition, explained Norton. "If a company's program is similar to ours, we'll expect a retention rate closer to our own."

He said Barefoot has good success retaining newly acquired employees because of its strong benefits and training programs.

Even if a company's corporate culture is different, the key to potential business stays the same. "We would rather acquire a good company with a good customer base. And an acquisition is easier to do with a good employee base who knows the customers."

Cottrill also noted his company's good benefits as a reason for employee retention. "Everyone from an acquisition is given all-encompassing training in the first 60 days. We have good medical and dental, as well as profit sharing. A majority of employees from acquisitions continue to work for us."

.....

'We would rather acquire a good company with a good customer base. And an acquisition is easier to do with an employee base that knows the customers.'

.....

As for the difference in corporate cultures, Cottrill left no doubt that new employees soon learn to understand Rentokil's operating goals. "We are unashamedly profit driven," he said. "We're in business to make a profit, not in business to make a workplace pretty. If we make a profit by making the premises look good, then we'll keep our customers. Everyone knows this; therefore everyone is focused."

Companies can minimize their acquisition risk during a thorough due diligence phase, explained Gaumer. "This process reviews pending lawsuits, workers' compensation claims, profitability and assets. The more thorough the re-

view, the more we minimize risk."

Davitt described an acquisition as a "huge undertaking" requiring excess management capacity to deal with new employees and the learning curve that results with new customers. "You have to be ready to handle the new employees' personal situations. Customers, too, are antsy with new companies. They start out being more demanding until their level of confidence rises."

During Ruppert's recent merger with Green Thumb Enterprises of Chantilly, Va., the process included "town hall" meetings with Ruppert's leadership to discuss corporate values and ask questions. New work crews were developed using people from both companies to fuse the work force.

COMPLEMENTARY FEATURES. All Green Corp.'s recent purchase of Nitro-Green

Corp., Fairfield, Calif., combined two different strategies for growth: company stores in large cities with franchises in slightly smaller markets. Atlanta-based All Green has been successful with company stores in eastern metropolitan markets, according to Roger Albrecht, franchise sales director and former president of Nitro-Green.

"Now, the company has a large pool of resources," he noted. "It gives Nitro-Green's 42 franchises financial backing and managerial support. Our franchisees have access to All Green's marketing and technical support."

He pointed out that All Green, with more than 50 stores, had the key talent and expertise he needed, while his firm brought expertise in franchising and target marketing. The acquisition allows All Green to extend its geographical reach into the West.


Developing alliances of landscape contracting companies into a national network of service providers is a new twist on consolidation. The alliances would provide services for national corporations spread over many sites across the country.

Gaumer explained, "These companies see landscape management as a big hassle because the work isn't their core competency. They see it as an advantage to have a network of service providers across the country that can eliminate this hassle."

Davey is actively contracting with other horticultural companies to work on Davey's behalf, he said. "We have a national presence with 56 offices, but we can't cover all the locations of our potential customers. This can be a win-win situation for everyone."

While many feel that consolidations have little affect on the marketplace except to improve the level of professionalism, few believe any firm will totally dominate a market.

"If we went into a market and immediately raised prices, it would increase our customer cancellation rate," Norton said.

"You can't buy up everyone in a market," Cottrill noted. "There will always be competition and that will have an affect on market pricing. Even if you are the only provider in a market, someone else will soon take the opportunity to provide competition." 

The author is Editor of Lawn & Landscape magazine.

NEW FROM
PLANT HEALTH CARE



Quality Plant Extracts at Low Commodity Prices

PHC, Inc. now offers formulations and volume end users three proprietary plant extract products in concentrated liquid or granular flowable powder form at low commodity prices direct from the manufacturer.

PHC™ SAPONIN™ YUCCA PLANT EXTRACT

A natural surfactant and biological catalyst for fertilizer, agrichemical and biostimulant product formulations.

- A safe, natural soil penetrant and surfactant
- Improves fertilizer and pesticide performance
- Exempt from worker safety and pesticide regulations
- Improves water uptake and drought resistance
- Reduces foliage wilting in hot, dry weather
- Cleans and lubricates irrigation and spray equipment
- Increases root growth and nutrient absorption
- Completely biodegradable

PHC™ HUMIC ACID EXTRACT

A proprietary, potassium humate derived from leonardite that mixes easily in a wide range of pH conditions.

- Compatible with low pH or high salt formulations
- Excellent storage stability and low solution viscosity
- Superior solubility compared to other humates
- Superior compatibility with micronutrients

PHC™ SEA KELP

Atlantic Seaweed Extract. A natural plant growth stimulant and foliar nutrient made from cold processed *Ascophyllum nodosum* harvested from the coast of Maine.

- Compatible with low pH or high salt formulations
- Excellent storage stability and low solution viscosity
- Superior solubility compared to other seaweeds
- Superior compatibility with micronutrients



Plant Health Care, Inc.
440 William Pitt Way
Pittsburgh, PA 15238

1(800) 421-9051

USE READER SERVICE #98



A complete truck fleet should meet a company's needs as well as project a professional image. Credit: Ruppert Landscape

Truck Equipment: Getting What You Need

The challenge with a truck fleet isn't just getting trucks, it's getting the right trucks.

by Bob West



"IT'S OUR life blood." That's how Ken Railey, fleet and safety manager for Ruppert Landscape Co., Ashton, Md., characterized the importance of his company's truck fleet to its business. "Without the trucks and trailers, the crews don't go to the job, you can't haul materials and you don't have the equipment you need at the job site."

The story is the same for all contractors, whether they rely on a fleet of 300 vehicles like Ruppert does, or if they have just a pickup truck and a mower. This equates to considerable emphasis from contractors on the importance of buying quality truck equipment. Manufacturers who don't meet the needs of contractors are bound to find out just how important the trucks are to the contractors.

But while the importance of these trucks is the same for all contractors, the way in which they use them isn't necessarily the same. Everyone has an idea of the best way to equip a company's fleet in terms of the number and type of vehicles used, so manufacturers continue to find more of their business dedicated to custom building trucks to meet the specific desires of each firm.

(continued on page 62)

**IF YOU CAN'T SEE THE BENEFITS IN A CLEAR FUNGICIDE,
THEN YOU'RE NOT LOOKING HARD ENOUGH.**

We'd like to make one thing perfectly clear: next to new Banner® MAXX®, no other broad-spectrum fungicide even compares.

This revolutionary product is not only the first transparent fungicide, an advantage when tank mixing, but its formulation is also low in odor. And whether you use it as a preventative or combine it with a con-



This should shed some light on the subject. Our active ingredient is less than 0.1 micron in size while wettable powder systemics are about 25 microns in size.

tact for a longer and broader disease



Banner MAXX isn't a powder or granule like other fungicides. It's water-based. So it won't clog filters, settle out, or disappoint.

control, no fungicide works better.

Banner MAXX controls 18 turf diseases, including dollar spot and take-all patch. And it is equally effective

against ornamental diseases, too, like an-thracnose in dogwoods and powdery mildew in crape myrtles.

For more details, call 1-800-395-TURF.

Because no matter how you look at it, Banner MAXX isn't like any fungicide on earth. But you can see that for yourself.

MAXXimum Value



truck equipment

(continued from page 60)

BODY BEAUTIFUL. "The days of off-the-rack truck buying are history," noted Tom Sayward, president of Tuflex Mfg., Pompano Beach, Fla. "The members of the green industry have become more technically informed, so as a manufacturer, we have more demanding customers."

"We used to have to go through an in-depth question and answer session to find out what the contractor was looking for, but there was still a lot of interpretation left to us," Sayward said. "But in the last five years, customers have learned through trial and error and become more informed as to what they should be doing with their equipment."

This accumulated experience yields contractors who understand exactly how a new truck purchase should be equipped—from the type of radio that should go into it to the type of axle that goes on it—to best meet the demands of their business.



A well maintained truck fleet conveying a professional image can translate into new business. Credit: Ruppert Landscape

Kurt Kluznik, president of Yardmaster Inc., Painesville, Ohio, noted that years of experience taught him how difficult it is to buy a truck exactly how he wants it. "On pickup trucks, we buy extended cabs with 4-wheel drive as the standard truck for our mowing crews," he explained, "but we can't buy a pickup without buying the bed on it."

So a new pickup's first stop at Yardmaster is the service garage. "We take the bed off and sell it back to the dealer, and we put a regular flat bed on," Kluznik added. "This gives us more room on the bed and provides us with a pickup where we don't have to worry about the employees constantly leaning in and scratching the sides of the truck."

The cost associated with this work doesn't dissuade Kluznik. "It makes more sense for us to bite the bullet up front and build the sides and tailgate ourselves. We end up with a more functional truck that is easier to keep looking new."

But being willing to do that bit of work themselves doesn't make buying new trucks simple. "When we're shopping for a new truck, it's easy to find one with all of the bells and whistles," Kluznik lamented, "but we're interested in function. Manufacturers are more geared to the leisure owners, so we usually end up placing special orders."

The puzzle-piece approach is also em-

(continued on page 64)

IT'S A LOT OF POWER TO HANDLE, BUT YOU'LL HAVE PLENTY OF TIME TO GET USED TO IT.

Talk about power and durability, the Shindaiwa T27 Trimmer gives you both.

Like all Shindaiwa trimmers, only the best components go into this machine. It delivers the best power-to-weight ratio of any trimmer in its class. And, with its full featured anti-vibe design, it's built to provide comfortable operation for a long, long time.

You could get used to that, couldn't you?



- 1-piece steel splined mainshaft
- see-thru fuel tank with tank guard
- powerful 27.2 cc. 1.5 hp engine
- strong servicing dealer support
- competitively priced
- full anti-vibe system
- long-life engine design
- powdered metal clutch
- long-life chrome cylinder
- 1-year commercial warranty
- 7-day money back guarantee
- for the dealer nearest you, call 800-521-7733

WE SIMPLY MAKE THEM BETTER.

shindaiwa

USE READER SERVICE #99

“ALCA is the best landscape business resource in the country.”

“When I started my business seven years ago I needed expert advice,” says Joe Skelton, president of Lifescapes, Inc., Canton, Georgia. “That’s when I joined ALCA.”

“By attending marketing and technical seminars, using the *Operating Cost Study* to estimate projects, enrolling in ALCA’s business insurance program and simply working hard, I have been able to build my business to over four million dollars.

“ALCA is a great resource. Through their meetings, videos and publications, you can find out how to increase sales and profits, reduce costs, and learn about the latest products and technology developments.”

Join ALCA today and meet people like Joe Skelton.

If you are an exterior, interior or landscape management contractor or simply want to see the landscape industry grow, call 1-800-395-ALCA or (703) 620-6363 for more information or write to: ALCA, 12200 Sunrise Valley Drive, Suite 150, Reston, VA 22091. Fax (703) 620-6365.

ALCA

ASSOCIATED LANDSCAPE CONTRACTORS OF AMERICA



(continued from page 62)

ployed successfully at Hyland Brothers Lawn and Tree Care, Fort Collins, Colo. "We buy our spray trucks as a cab and chassis, put down our own flatbed and add a manufacturer's tank," explained Steve Hyland, president.

TAILOR THE TRAILER. If the truck is important for getting crews to a job, then the trailer is equally important for getting equipment to the job site.

"Theft is the number one issue with trailer buyers," noted Dan Keegan, owner of Green Touch Industries, Jupiter, Fla., a manufacturer of equipment racks which lock in tools for landscape trailers. "Their crews run in somewhere for lunch and the next thing they know they've lost their trimmers."

"Contractors don't want to have mowers rolling around the trailer and breaking the heads off of the trimmers while they're driv-

At What Price Quality?

The importance of having quality equipment can't be overemphasized, but contractors can't afford to mortgage the company's future every time they purchase a new truck.

Manufacturers indicated that contractors rarely shop for the lowest price when purchasing new trucks or truck equipment, but that doesn't mean the checkbook is wide open either. "There is no question contractors will spend more these days," noted Tom Sayward,

president of Tuflex Mfg., Pompano Beach, Fla. "They pull up to a customer's house and they're not as concerned with equipment costs because now, one truck isn't making money just on lawn care, but it can also offer aerification, de-thatching and tree care. There's more return on the investment."

Dan Keegan, owner of Green Touch Industries, Jupiter, Fla., agreed. "Our equipment racks are by far the most expensive on the market," he said, "but our customers don't even flinch. They

ing," agreed Bryce McCandless, marketing manager for Backrack Inc., Burlington, Ontario. "As the equipment that contractors use becomes more sophisticated, they're more interested in taking care of it."

Lawn and landscape contractors are also

interested in using trailers to convey a professional image to clients and potential clients, according to McCandless. "These racks make sure all equipment is stored in the proper place in an organized fashion," he said. "This is a highly competitive industry, and if you

So Simple It's Smart.

RainCAD™
for Windows!

With prices starting at just \$375, the smart new RainCAD™ for Windows™ makes irrigation and landscape design easier than ever. RainCAD users agree that providing a professional RainCAD design increases bid success rates—which makes using RainCAD simply smart.

- Calculate sprinkler layouts, sectioning, zoning, pipe layout and sizing automatically with point and click simplicity.
- Produce estimates, proposals and material takeoffs quickly and easily.
- Spend less time in the office and more time closing sales.

- Learn how to use RainCAD with a FREE On-Line Beginner's Tutorial.
- Additional training available on CD-ROM.

Call 1-800-348-3243
for our **FREE** information kit complete with RainCAD demo disk or to order RainCAD software today!



RAIN BIRD

PREFERRED BY PROFESSIONALS WORLDWIDE
970 West Sierra Madre Avenue • Azusa, CA 91702

want quality equipment that doesn't require maintenance."

Steve Geist handles truck purchases as the fleet manager for Swingle Tree Co., Denver, Colo. "You can't rely too much on price," he explained. "You try to be reasonable, but always going with the lowest price can get you in trouble."

"We always buy things to make the trucks last longer," added Ken Railey, fleet and safety director, Ruppert Landscape Co., Ashton, Md. "Rejecting something like a heavy duty electrical or suspension system because of the higher initial cost will only hurt you over the life-cycle cost of the equipment."

don't look like you do professional work, you can lose jobs."

"Almost 30 percent of our equipment repairs were due to mishandling in storage," noted Railey. "We cut that in half by designing better bracketing ourselves."

ACCESSORIES MADE EASY. Manufacturers have found contractors are interested in any equipment making their jobs easier.

Truck Craft, Chambersburg, Pa., offers a mechanical dump body insert for pickup trucks to simplify the process of removing grass clippings and other loads from the truck without requiring the crew to sweep or shovel the load out of the truck.

"A lot of contractors are getting rid of their one-ton dump trucks because of the cost of owning them," noted Roy O'Neal, sales manager. "A pickup truck may require carrying an extra load since it's smaller, but now your run-around truck is a lot less expensive to operate."

Tailgate ramps are also important. "Contractors are looking for ease of use and durability," stated John Moker, customer services and inside sales manager, Metko Inc., New Holstein, Wis. "Now, a growing segment of the industry is looking for ramps as

long as nine feet to put on flatbeds."

Hyland explained the benefits of including an extra ramp on their crews' trailers. "We've fabricated a system with a ramp leading from the trailer into the dump bed so the crews can drop the clippings without getting off the mower," he said. "It's a quicker, cleaner system, and we've eliminated the back injuries caused by lifting a sheet filled with clippings over the sides of the truck."

Ramp durability caused considerable headaches at Ruppert for a time. "After a while, the heavy gauge mesh on the ramp bent and kept causing flat tires on the mowers," commented Railey. "Now we have the trailer manufacturers keep the ramps and ship our new trailers to a body company that adds stronger ramps made of grip strut material. We've eliminated the problem." ■

The author is Assistant Editor of Lawn & Landscape magazine.



Moving In. Moving Up. Settling Down.

"Our homes are our castles" has never been more true than it is today. America's trend toward cocooning means people are investing more money than ever before in their homes. And that means pride of ownership is at an all-time high. Lawn and landscape services are a viable and important option for more and more of these homeowners – reach them through Metromail. Metromail's realty information puts you in touch with America's homeowners, whether it's New Movers, New Homeowners or Established Homeowners. Use Metromail's Homeowner lists, including names, addresses, and even phone numbers to reach more prospective customers in your business area.

Homeowner Lists from Metromail...

For the prospects you need when your message needs to hit home.

Call Randy Tribble at
1-800-822-3282

Metromail

AN R.R. DONNELLEY & SONS COMPANY

FOR MANY homeowners, the value of going home lies in getting away from the problems and stresses of the everyday world. Having a house and a property that serves as such a getaway can be a true treasure, indeed.

The owners of this five-acre, steep sloping private residence tucked into the rolling hills of the California coast sought to incorporate the native vegetation of the area into a tranquil environment of solitude. The client wanted the project to appear natural and use as many natural materials as possible to go along with the dense stands of large, mature native oak, madrone and California bay trees on the property.

The project was recognized as an award winner in the Residential Landscape Contracting category of more than \$100,000 in the 1995 Associated Landscape Contractors of America's Environmental Improvement Awards program and also received the special Judges Trophy Award.

DESIGN CHALLENGE. The finished project was to include meandering paths throughout the property which linked at a bridge overlooking a 35-foot

high man-made waterfall cascading into a large swimming pool and natural stone spa. A rustic "woodsman" style cabana was designed to include showers, a changing room, bathroom, wet-bar, barbecue, built-in seating, a dramatic stone fireplace, custom

PROJECT: Personal Residence
LANDSCAPE COMPANY: Bertotti Landscaping, Novato, Calif.
DESIGNER: Anthony Bertotti, owner
SIZE OF PROPERTY: Stan Heacox
MAN-HOURS TO CONSTRUCT: 50,000 square feet
PLANTS INSTALLED: More than 10,000 total hours
More than 1,200 total

lighting and ornamental features. A separate pond was also included to serve as a meditative space as well as a natural habitat for ducks, fish and water plants. The entry drive courtyard in front of the house was to feature an 1850s carriage and ranch artifacts spilling out of the ranch style, "Santa Fe" interior home. The only level areas on the property were a narrow strip above the back of the house for the pool and cabana, and the area where the driveway court was to be developed.

The most dramatic challenge facing the team was sculpting the hillside from a wall of soil and turf into a majestic series of cascading falls made of various volcanic rocks and enormous boulders to create a native appearance. The process was made even more difficult because the crane required to put the 600 tons of volcanic boulders brought in from northeast California into place was too large to fit in the backyard. The slabs — usually weighing between two and five tons each, but weighing in as hefty as 15 tons — had to be transported over the house and positioned by a crane operator working blind, relying on radio contact for his "eyes."

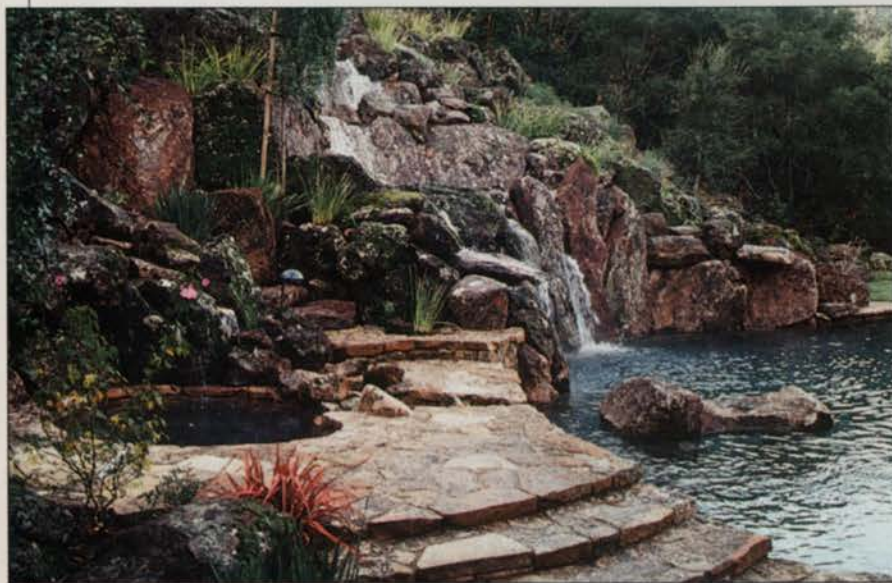
DESIGN NOTES



(Left) Sculpting what would be a 35-foot high waterfall out of the hillside to create an attractive water flow pattern challenged the contractor to rely on instinct as opposed to measured specs.

(Below) The finished project, complete with a nearby heated spa, transformed a wilderness hillside into a scenic escape from civilization without sacrificing the natural beauty of the landscape.

Credit: Bertotti Landscaping



DESIGN NOTEBOOK

DESIGN SOLUTION. It took much more than a design on paper to implement such a grand project. Heacox Associates and its engineers spent more than 1,500 hours on the design and installation of the project.

In addition, Bertotti Landscaping spent more than 10,000 hours constructing the project and spent considerable time assisting with design adjustments and detail refinements. The owner's desires were the focus, and they were also personally involved during the evolution of the project from start to finish.

To fit the pool into the space and to create a dramatic backdrop, the steep rear slope was cut, requiring a 14-foot retaining wall which was layered with natural boulders weighing up to 15 tons and measuring 10 feet long. The boulders were welded into position with 40 tons of steel to withstand the force of a possible earthquake. The waterfall was carved out of the 1-1/2:1 slope and a terraced, reinforced lining was placed to support the boulders, rock and gravel beds.

A hidden grotto was created under part of the waterfall by placing a two-ton flat boulder as the roof. A sunning rock "floats" in the pool near the raised spa terrace.

The 30-foot wide by 60-foot long pond was laid out to fit the existing slope and contours. To make it appear natural, the upper edge was extended by a boulder-surfaced concrete retaining wall and the lower edge was earth filled and graded to blend into the existing 3:1 slope.

The pond edges, where exposed, were textured and color stained. A large bio-filter was installed under the pond and circulation pumps were placed in an underground vault out of sight from the pond. Water plants were carefully selected and placed for character, oxygenation and wildlife food.

Natural materials included more than 700 tons of natural boulders, stone paving, steps and veneer; 30 feet of 2-inch thick, richly veined brown and black granite for the cabana seating, counter top, fireplace hearth and bar table; 200 cubic yards of decomposed granite path paving; split rail redwood fencing; redwood logs for the cabana and arbor posts; and 2,000 trees and shrubs — mostly native species



Boulders, weighing as much as 15 tons, were positioned over the house by a crane operator relying solely on radio contact to "see." Credit: Bertotti Landscaping

selected to complement the various spaces and themes. The plant materials were placed in original soil from the site, which was held separately throughout the construction.

To extend the use of the outdoor environment, unobtrusive path lights, dramatic accent lighting and custom cabana fixtures with dimmer switches were carefully installed with all circuitry buried or hidden under the bark of the redwood posts or stone veneer.

Custom woodwork and hardware were designed and detailed for the 700-square-foot cabana, large ranch style entry portal, gates, fencing and trellis. Door and gate hinges and miscellaneous hardware were handcrafted of wrought iron. Structural bolts and connections were hidden, where possible, to foster the appearance that the structure was crafted by woodsmen many years ago.

With a collaborative effort from the client, designer and contractor the resulting project exceeded the expectations of all involved. — Stan Heacox

The author is president of Heacox Associates Landscape Architects, San Rafael, Calif.

**SMOOTH PERFORMANCE
& RUGGED DESIGN**

COMET
DIAPHRAGM PUMPS



- 3 Diaphragms, 10 GPM, 435 PSI
- Adjustable Pressure Regulator and Shut Off Valve Included
- Built For Quality Sprayers

COMET 521 Linden Circle
South Milwaukee, WI 53172
(414) 764-0640 • FAX (414) 764-1227

USE READER SERVICE #42

Have you
ordered your
copy of:

TURFGRASS
**ECOLOGY &
MANAGEMENT**
T. KARL DANNEBERGER, Ph.D.

See page 42
for more
information.

POWER PRUNER™

Pruning Profits... An Easy Reach With the Power Pruner™

A Power Pruner model for every pruning need — a price range to meet every budget requirement.



POWER PRUNER™
TECHNIC TOOL CORPORATION

325 Snake River Avenue
Lewiston, Idaho 83501

USE READER SERVICE #44

For the
Power Pruner™
dealer in
your area call

1-800-243-9592

NEW PRODUCTS

Snapper's most powerful walk-behind mower, model CLP-21650RV, features a 21-inch deck, a 6.5-hp OHV Robin engine with full-pressure lubrication and a spin-on oil filter. The deck is constructed of cast aluminum and adapts for mulching, bagging or rear discharge mowing. The mower also offers a self-propelled drive with a heavy duty, 3-speed transmission and full-length, solid-steel axles.

Circle 200 on reader service card

Bush Hog's® counter-rotating blade technology was adapted from agricultural equipment for 60- and 72-inch mulching



mowers with unique air flow patterns to keep grass blades in suspension longer and cut them into fine particles. The mowers remove and mulch grass up to 2 1/2 inches long.

Circle 201 on reader service card

The AD-1309 Wideliter 12-volt outdoor lighting fixture from Nightscaping® casts light up and down simultaneously for pathways, steps and other areas requiring high visibility. The spike-mounted Wideliter features a cast aluminum top with an integrally shielded bi-pin quartz halogen lamp ranging from 5 to 50 watts.

Circle 202 on reader service card

New landscape lighting fixtures with watertight cast aluminum housing from Vista Professional Outdoor Lighting include an MR-16 lamp and are available in three styles: louvered, shield cover and plain glass. The GW 5260 is constructed of single-piece cast aluminum and includes a watertight silicone O-ring around the fixture cover.

Circle 203 on reader service card

Gravely's ATM 72 mower is designed with a 27-hp Lister Petter air-cooled engine for mowing a variety of terrains and includes an automatic self-leveling system to



keep the operator, engine and controls in a vertical position. Independent hydraulic motors provide direct drive to the two 36-inch blades.

Circle 204 on reader service card

B-K Lighting's Micro Star is the smallest landscape lighting fixture available and uses the compact MR11 quartz halogen lamp available in 12- and 20-



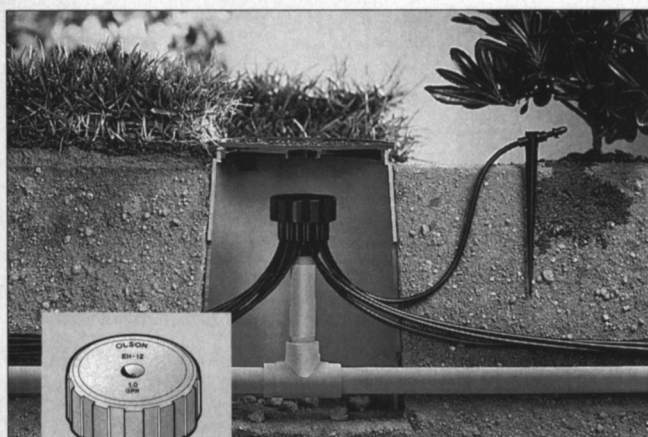
watt sizes. Many optical and mounting accessories are available to fit the Micro

Star into various landscapes.

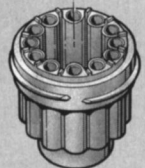
Circle 205 on reader service card

The Micro-Mulch™ accessory turns any side-discharge Exmark mower into a mulching mower. Each kit includes bolt-in baffles to create multiple mulching chambers while

(continued on page 70)



FILTER



EH-12 HEAD

EH-12 EMITTER A BETTER IDEA BY DESIGN

A logical idea — Drip irrigation in a head — twelve individual pressure compensating outlets. The patented filter is built right into the unit and good filtration is what makes drip work.

Drip irrigation designed for landscape — not adapted to it. Call or write for more information.

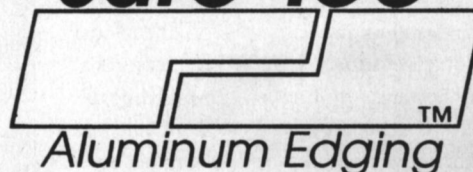


OLSON
IRRIGATION
SYSTEMS

10910 Wheatlands Ave.
Santee, CA 92071
619 562-3100, 800 770LSON
FAX: 619 562-2724

USE READER SERVICE #49

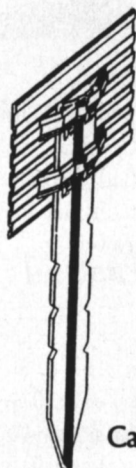
sure-loc



Aluminum Edging

Factory Direct Savings

- *Low lifetime cost
- *Resists frost heaving
- *Same day shipping
- *Mill, black or green anodized



We also offer a complete line of:

- *Steel Edging
- *Aluminum Paver Restraints

Let us quote your next project!
Call today for a free color brochure

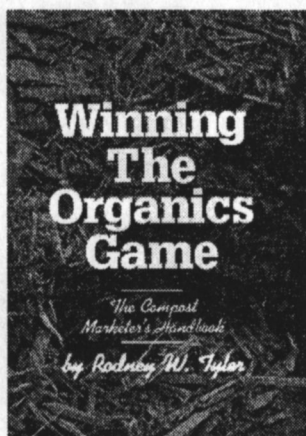
1-800-787-3562

Fax 616-392-6015 A5482 - 144th Avenue Holland, MI 49423

USE READER SERVICE #48

You Can Win the Game!

Coming in July 1996 from ASHS Press...



The first book written to assist green industry professionals in marketing organics and compost-related products and services. This one-of-a-kind publication is *must* reading for anyone interested in learning more about the rapidly expanding—and profitable—organics market.

Featuring:

- ◆ The Compost Factory Paradigm
- ◆ Retail Markets...The Highest Value for Compost?
- ◆ An Overview of the Green Industry Markets
- ◆ Sports Turf Markets for Compost
- ◆ Landscapers...The Leading Market for Compost
- ◆ Popular Uses for Compost in Nurseries
- ◆ Marketing Compost Through Topsoil Blenders
- ◆ Silviculture, Roadside, and Reclamation Markets for Compost
- ◆ Agricultural Markets for Compost
- ◆ Emerging Specialty Markets for Compost
- ◆ The Economic Angle of the Compost Business
- ◆ The TEMPS Plan for Marketing Compost
- ◆ Sales Management for Compost Marketers
- ◆ The Use of Training as a Way to Counter Competition

To Reserve Your Copy at the Special Pre-publication price of \$49.50, fill out this form:

Name _____

Company _____

Address _____

City _____ State _____

Phone _____ Fax _____

Reserve _____ copy(s) at \$49.50 each plus shipping handling.

Mail form to: ASHS Press, 600 Cameron St., Alexandria, VA 22314-2562.

ASHS Press, American Society for Horticultural Science
600 Cameron Street, Alexandria, VA 22314-2562

USE READER SERVICE #45

NEW PRODUCTS

(continued from page 68)

special blades with unique angles and longer cutting surfaces cut clippings into fine particles. A grass deflector can remain on the mower and flip up for two-sided trimming.

Circle 206 on reader service card

The new 3000-Series line of front-mount, zero-turn radius tractors from **Excel Industries** includes the Model 3200 and 3400 and uses the same front-mount attachments as the

4000-Series Hustlers. The Model 3400 features a 28-hp Kubota water-cooled diesel engine, Sunstrand Series-15 hydraulic pumps and Ross ME wheel motors. Available attachments include 60- and 72-inch Quadcycler decks, a 60-inch flail, a dozer blade, v-blade and 54-inch two-stage snowthrower.

Circle 208 on reader service card



The **Scag** Mulching Plate quickly converts a mower from side discharging or catching clippings to a mulching deck in Scag 32-, 36-, 48-, 52- and 61-inch

walk-behind and riding models. No blade or baffle changes are required to use the system.

Circle 209 on reader service card

The Multi Pro® 5500 from **Toro** is a dedicated liquid application vehicle with all of the sprayer boom controls located at the operator's fingertips and a master on/off boom switch foot control. Climbing and maneuverability

are enhanced with hydraulic wheel motors and planetary final drive while the 5500 is powered by a 45-hp engine



paired with a low-tone muffler for quiet operation.

Circle 210 on reader service card

The **Little Wonder** electric edger/trimmer trims to 8 inches wide and quickly converts to an edger with a swivel head to cut 1-inch deep edges with a steel blade. The high-performance electric motor is quiet and virtually pollution free with all moving parts sealed in a permanently lubricated housing.

Circle 207 on reader service card

The Biogrind from **Rexworks** recycles green waste, organic waste, branches, brush and other yard scrap through an open, conveyor-fed hopper and a powered feed roll. It requires just one person for



DESIGN IMAGING GROUP

Computer Imaging for the Landscape Industry

THE "IMAGE WIZARD" CAN HELP YOU INCREASE YOUR BUSINESS UP TO 3 TIMES!!!

"I finally started offering imaging in '94 after years of considering it. My business grew 300% by including images in my bid and presentation. Customers feel they can trust what they'll get with a picture...it even wins bids at a higher cost than the competition." Danny Priolo, Heritage Point, Howell, NJ

Produce full-color renderings in 30 minutes or less.
(Shown here in black & white)

Design Imaging Group
(818) 706-8786



Call today for more information on Design Imaging Software and to receive your "FREE Demo Video" with a "Color Print Of An Actual Design."

**For information call (818) 706-8786
or FAX (818) 706-8465**

USE READER SERVICE #50

**GET SET FOR A
NEW ECHO
ADVANCEMENT
THAT'LL HAVE
YOU SAYING**

**LANDSCAPE CLEAN-UP
NEVER SOUNDED SO GOOD.**

ECHO®

Ask Any Pro!

USE READER SERVICE #51

Lawn & Landscape

ISSUING THE L&L PROFESSIONAL LANDSCAPE CONTRACTING DIRECTORY

READER
SERVICE CARD
6/96

Name _____
Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone # _____

1. Do you wish to receive (continue to receive)

Lawn & Landscape magazine?

☐ YES ☐ NO

Signature (required) _____ Date _____

2. What is your primary business at this location? (please check one)

CONTRACTOR or SERVICES:

- ☐ Landscape Contractor (maintenance & installation)
☐ Chemical Lawn Care Company (excluding mowing maintenance service)
☐ Lawn Maintenance Contractor
☐ Ornamental Shrub & Tree Service
☐ Irrigation Contractor
☐ Landscape Architect
☐ Other Contract Services (please describe): _____

IN-HOUSE LAWN CARE/MAINTENANCE:

- ☐ In-House Maintenance including:
Educational Facilities, Health Care Facilities,
Government Grounds, Parks & Military
Installations, Condominium Complexes,
Housing Developments, Private Estates,
Commercial & Industrial Parks.

DISTRIBUTOR/MANUFACTURER:

- ☐ Dealer ☐ Formulator
☐ Distributor ☐ Manufacturer

OTHERS ALLIED TO THE FIELD:

- ☐ Extension Agent (Federal, State, County, City,
Regulatory Agency)
☐ School, College, University
☐ Trade Association, Library
☐ Others (please describe): _____

3. What were your approximate 1995 revenues?

- ☐ 0 - \$50,000
☐ \$50,001 - \$100,000
☐ \$100,001 - \$250,000
☐ \$250,001 - \$500,000
☐ \$500,001 - \$1 million
☐ + \$1 million

4. How many of your employees are:

- _____ Full time _____ Applicators
_____ Seasonal _____ Maintenance

5. What percentage of your business is:

- _____ % Commercial/Industrial
_____ % Residential
_____ % Gov't/Municipal
_____ % Golf

FREE INFORMATION

1	21	41	61	81	101	121	141	161	181	201	221	241
2	22	42	62	82	102	122	142	162	182	202	222	242
3	23	43	63	83	103	123	143	163	183	203	223	243
4	24	44	64	84	104	124	144	164	184	204	224	244
5	25	45	65	85	105	125	145	165	185	205	225	256
6	26	46	66	86	106	126	146	166	186	206	226	246
7	27	47	67	87	107	127	147	167	187	207	227	247
8	28	48	68	88	108	128	148	168	188	208	228	248
9	29	49	69	89	109	129	149	169	189	209	229	249
10	30	50	70	90	110	130	150	170	190	210	230	250
11	31	51	71	91	111	131	151	171	191	211	231	251
12	32	52	72	92	112	132	152	172	192	212	232	252
13	33	53	73	93	113	133	153	173	193	213	233	253
14	34	54	74	94	114	134	154	174	194	214	234	254
15	35	55	75	95	115	135	155	175	195	215	235	255
16	36	56	76	96	116	136	156	176	196	216	236	256
17	37	57	77	97	117	137	157	177	197	217	237	257
18	38	58	78	98	118	138	158	178	198	218	238	258
19	39	59	79	99	119	139	159	179	199	219	239	259
20	40	60	80	100	120	140	160	180	200	220	240	260

6. Circle what percent of your business is:

Lawn Care	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Maint. Serv.	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Irrigation Serv.	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Pest Control	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Installation	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Trees & Ornmtls.	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

7. How much did your company spend in 1995 on?

Turf Chemicals \$ _____
Ornamental Chemicals \$ _____
Equipment \$ _____

8. How many does your business operate?

- _____ Walk Behind Mowers
_____ Riding Mowers
_____ Trimmers
_____ Chain Saws
_____ Blowers

Please
provide all information for
processing.

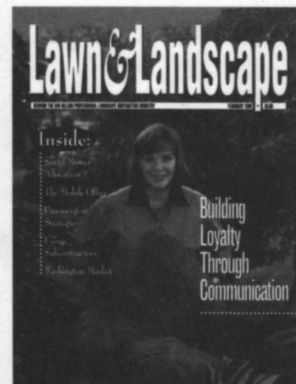
Lawn & Landscape

☐ Check here for a free sample issue of
T&O Service Tech, the only magazine
for front-line service professionals.

FREE

PRODUCT INFORMATION

For more information on advertised and featured products and services, circle the appropriate number on the card above, complete the required information and mail.



The leading
management magazine
serving the
professional landscape
contracting marketplace.

Lawn & Landscape

- ☐ Payment Enclosed ☐ Bill Me
☐ 1 Year \$30.00 ☐ 2 Years \$42.00
☐ Canada 1 Year \$35.00
☐ Foreign 1 Year \$98.00
☐ Foreign Airmail 1 Year \$218.00

Date _____
Name _____
Phone _____
Company _____
Address _____
City _____ State _____ Zip _____

☐ Check here for a free sample issue of T&O Service Tech,
the only magazine for front-line service professionals.

1. WHAT IS YOUR PRIMARY BUSINESS AT THIS LOCATION?

(Please check only one.)

I. CONTRACTOR or SERVICES:

- ☐ 1. Landscape Contractor (maintenance & installation)
☐ 2. Chemical Lawn Care Company (excluding mowing maintenance service)
☐ 3. Lawn Maintenance Contractor
☐ 4. Ornamental Shrub & Tree Service
☐ 5. Irrigation Contractor
☐ 6. Landscape Architect
☐ 7. Other Contract Services (please describe) _____

II. IN-HOUSE LAWN/CARE MAINTENANCE

- ☐ 1. In-House Maintenance including: Educational Facilities, Health Care Facilities, Government Grounds, Parks & Military Installations, Condominium Complexes, Housing Developments, Private Estates, Commercial & Industrial Parks.

III. DISTRIBUTOR/ MANUFACTURER:

- ☐ 1. Dealer
☐ 2. Distributor
☐ 3. Formulator
☐ 4. Manufacturer

IV. OTHERS ALLIED TO THE FIELD:

- ☐ 1. Extension Agent (Federal, State, County, City, Regulatory Agency)
☐ 2. School, College, University
☐ 3. Trade Association, Library
☐ 4. Others (please describe) _____

2. What best describes your title?

- ☐ Owner, Pres., Vice Pres., Corp. Officer
☐ Manager, Director, Supt., Foreman
☐ Agronomist, Horticulturist
☐ Entomologist, Plant Pathologist
☐ Serviceman, Technician
☐ Scientist, Researcher
☐ Company, Library copy only
☐ Other (please specify) _____

6/96

Place
Stamp
or
Meter
Here

Lawn & Landscape

SERVING THE \$40 BILLION PROFESSIONAL LANDSCAPE CONTRACTING INDUSTRY

PO BOX 5817
CLEVELAND, OH 44101-0817



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO 1322 CLEVELAND OH

POSTAGE WILL BE PAID BY ADDRESSEE

Lawn & Landscape

PO BOX 5817
CLEVELAND OH 44101-9867



NEW PRODUCTS

operation. The Rex enclosed grinding chamber is driven by a 170-hp, 2,000-rpm diesel engine through a belt drive and is road legal using its standard trailer hitch or optional fifth-wheel hitch.

Circle 211 on reader service card

Encore's Pro-Line edger features a counter-rotating blade with a protective guard and a 3-hp Briggs & Stratton or a 4-hp Honda engine. The hardened steel 0.150-inch blade includes

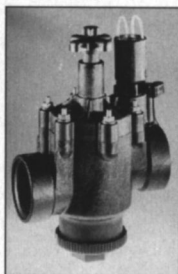


a belt idler design to eliminate blade movement when the adjustment lever is in the transport position. The edger also includes front-to-rear wheel alignment for easy riding of curbs.

Circle 212 on reader service card

The Century PLUS 100 Series of globe angle commercial valves manufactured by **James Hardie Irrigation** are 1 to 3 inches high with a pressure range of 10 to 200 psi. Nylon body valves handle potable or dirty water and offer manual

internal and external bleed with a flow range from 5 to 300 gpm. **Circle 214 on reader service card**



Rain Bird's DV Series Valves are offered in a new angle configuration with a double filtered pilot flow, internal and external bleeds and a low power encapsulated solenoid with a captured plunger and 90-mesh solenoid filter. Angle setup is designed for easy installations with deep piping.

Circle 215 on reader service card

Solar-powered Sensor Garden Lights™ from **Alpan®** include a NiCad battery which stores electricity converted from sunlight and a coupled 10-watt halogen garden light with a built-in motion detector. Because the lights are solar powered, there are no trenches to dig or wires to bury. Manual adjustments control the detection range, turn-on time and illumination time.

Circle 216 on reader service card

The **Agri-Fab** 125-lb. push spreader distributes everything from fertilizer to seed to ice melters from a weather resistant polyethylene hopper. The unit

Ingersoll Equipment expanded its Grazer Professional Series of front-cut mowers with the G1800CD and the G2090V in 52- and 62-inch decks. An 18-hp Briggs & Stratton I/C 4-cycle engine powers the G1800CD model to speeds up to 6 mph, while the G2090V reaches 7 mph with a 20-hp Vanguard 4-cycle engine. Both models feature zero-turn radius, dual steering levers and a 6-way fully floating deck to provide an even cut on all surfaces.

Circle 213 on reader service card

Pepco's MicroPop™ Rises Above The Rest

The new MicroPop pop-up base from Pepco rises above most ground covers for optimum

watering. When not in use, the

MicroPop base retracts

Anti-Siphon Valve

to be unobtrusive in the landscape environment, hidden by plants and

foliage. The MicroPop base accepts a wide variety of micro irrigation devices to meet your watering needs.

Pepco, a leader in low flow irrigation technology, offers a full line of irrigation system products including anti-siphon valves and regulators, bubblers, micro irrigation and drip irrigation parts.

Now you'll only have to remember one name when it comes to your landscape irrigation needs.

Call us today at 800-695-7171 and we'll send you our new Pepco Product Showcase!



Octa-Bubbler®



MicroPop Patents Pending

CIT TESTED

Pepco's MicroPop has been tested by CIT with the equivalent of 10 years of operations.

NIBCO IRRIGATION SYSTEMS

© 1996 NIBCO Irrigation Systems - Fresno, California

USE READER SERVICE #55

NEW PRODUCTS



comes with a 3/4-inch axle, pneumatic tires and a heat treaded gear and will cover approximately 25,000 square

feet with a full hopper.

Circle 217 on reader service card

A new line of protective overshoes and over-boots from **Bata Shoe** are constructed from high grade stretchable rubber to protect shoes and boots 4-, 10- and 17- inches tall. Reinforced toes and heels provide protection



and durability while a 4-way cleated sole offers reliable traction.

Circle 218 on reader service card

Hannay Reels' 1000 Series hose reel handles 1/4- and 3/8-inch I.D. hose from 50 to 175 feet and will handle product temperatures ranging from 20 F to 400 F. The reel is a direct crank rewind and a removable crank is also available.

Circle 219 on reader service card

Talstar® Lawn and Tree Flowable insecticide/miticide from **FMC Corp.** now has a 20 percent lower rate on its label for targeted control of chinch bugs, cutworms, fire ants, sod webworms and other pests.

Circle 220 on reader service card

The **Hydra-Mac 2650D** skid steer loader has an operating capacity of up to 2,650 pounds with a 4-cylinder John Deere diesel engine, large tires and hydrostatic all gear drive. Other standard equipment includes welded plate steel construction, quick release pins and panels and friction cutting sealed pivot bearings in both arms and cylinders.

Circle 222 on reader service card

Reemay's Typar TreeCircle® landscape fabric ensures a 36-inch weed-free area around existing or newly planted trees

Weinbrenner Shoe offers protective Lady Thorogood work shoes with a durable safety toe cap and padded tongues and collars for wearing comfort. The oil resistant, lightweight polyurethane outsoles add comfort while removable insoles absorb shock and reduce worker fatigue. Available sizes range from 5 1/2 to 10 in brown and black soft leather.

Circle 221 on reader service card

without the use of any pesticides or hard labor. The porous fabric allows for water, air and nutrient transfer to the soil and roots and is constructed of continuous filaments to prevent unravelling or fraying.

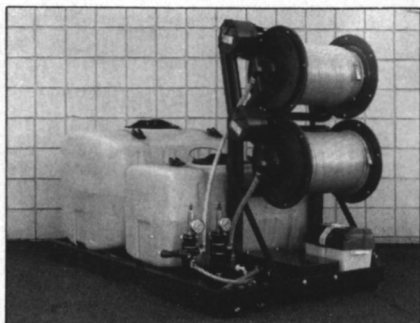
Circle 223 on reader service card

Lange Professional Fertilizer Products offers Dimension® herbicide in granular form for

(continued on page 76)

C & S TURF CARE EQUIPMENT, INC.

BUILDING QUALITY EQUIPMENT
FOR PROFESSIONALS, BY PROFESSIONALS



C & S Protank® Sprayers

- ELECTRIC AND GAS UNITS
- DESIGNED TO FIT IN A WIDE RANGE OF VEHICLES
- SINGLE AND DUEL TANK CONFIGURATIONS
- DIAPHRAGM, PISTON, OR ROLLER PUMPS

Complete Sprayers...Ready to work

(216) 966-4511 (800) 872-7050

FAX (216) 966-0956

Custom Orders Welcome!

USE READER SERVICE #53

AERA-VATOR®



**IDEAL FOR HARD COMPACTED HIGH TRAFFIC AREAS:
(PTO POWERED)**

FOR BARE GROUND RECONDITIONING: The Aera-Vator's vibrating action fractures the hardest soils.

- Optional rake levels and fills in low spots
- Optional roller pulverizes and smoothes out spots

FOR TURF AERATING:

- Swing hitch aerates sharp turns without tearing turf
- Durable for aerating turf over rocks and roots

FOR SEEDING/OVERSEEDING: GANDY SEEDER ATTACHMENT

- Reconditions and seeds bare soil or existing turf!
- Remove or install seeder in 15 minutes

Degree of soil loosening is easily varied by tractor gear selection.

FIRST PRODUCTS INC. • TIFTON, GA

800-363-8780 • GA. 912-382-4768

USE READER SERVICE #54

ATTENTION: GRANULAR APPLICATORS

It is a proven fact, if your trucks/vans are *not* equipped with an **External Spreader Carrier**, you are wasting valuable time, space, money, and piece of mind. Guaranteed...

Can you afford that?

As a Lawn Care Service Owner,
I couldn't!

Thus the reason we developed,
patented and marketed this unique
quick-attach tool.



It's simple, it's effective, it's an
absolute necessity once you have
used one. Ask your competition who
uses them or contact ESC, Inc. for
references near you who do.

(Money back guaranteed if not 100% pleased.)

Order your's
today
factory direct!
\$179.00

ESC., Inc.
201 Cherokee Circle
Little Rock, AR 72205
(501)221-7384
FAX (501)224-7826

USE READER SERVICE #56

Send for
Free Information
from

Lawn & Landscape

Advertisers

Our advertisers want to help your
business grow, so why not take
advantage of the free information
about the products and services
advertised in this issue?

Simply turn to the reader service
card in this issue, circle the cor-
responding reader service num-
bers and complete and mail the
postage paid reply card. Our com-
puterized response system will
speed the requested materials
to you.

Timesavers



Software Presents

SERVICE SCHEDULER II

Automatically Reschedule
Repeat Services by Days,
Weeks, Months, or Years...

Quickly Produce Detailed
Scheduling Reports by
Date, Service, or Employee...

Time is Money, save both NOW!

Starting at \$299

FREE Demo Diskette

Call TODAY!

1-405-233-4788

PO Box 10791 Enid, OK 73706

USE READER SERVICE #30

PANTS '96

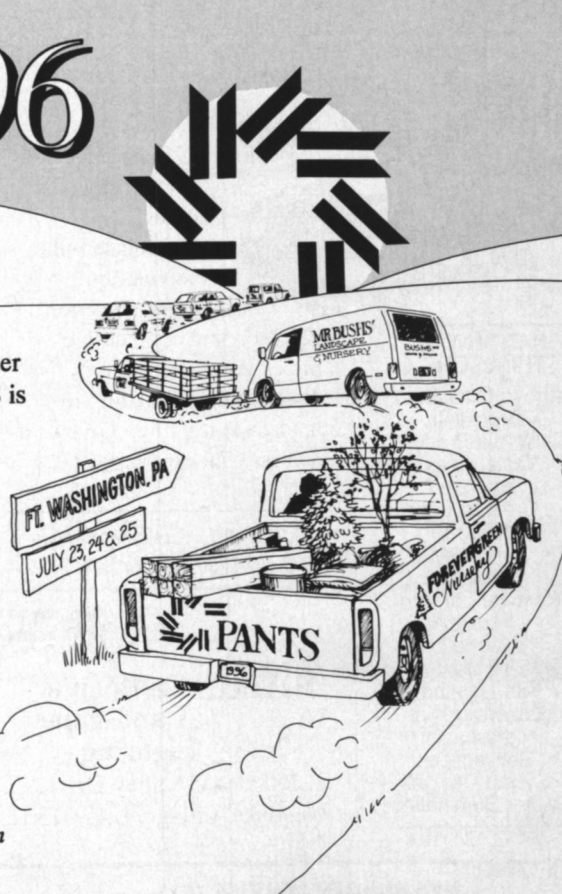
Don't be left in the dust!

July 23, 24, and 25 / Fort Washington Expo Center

Make plans to hit the road in July to attend the largest summer
show on the East Coast! With more than 900 booths, PANTS is
the show to attend. You have three days - July 23, 24, and 25
to meet with more than 500 green and hard good suppliers.
Our new facility, the Fort Washington Expo Center in
Fort Washington, PA, features an exhibit area on one floor.
This year, you'll also have the opportunity to catch some
exciting new educational programs.

Don't be left in the dust! Save money by
registering early. Call or fax the Pennsylvania
Landscape and Nursery Association today
at 717-238-1673 or (fax) 717-238-1675
to receive information on how you can attend.

Sponsored by the Pennsylvania Landscape and Nursery Association



USE READER SERVICE #52

LAWN & LANDSCAPE • JUNE 1996

75

NEW PRODUCTS

(continued from page 74)

season-long control of crabgrass, goosegrass and various broadleaf weeds. Dimension is said to be effective in both pre- and postemergent applications and can be distributed with any type of spreader.

Circle 225 on reader service card

Northern Hydraulics' cordless rechargeable backpack sprayer operates for five to six hours on a 3-hour charge at 23 gph

without the need for hand pumping. The sprayer weighs 11 pounds and includes a 5-gallon tank with padded shoulder straps for applicator comfort.

Circle 226 on reader service card

Echo's PE-2400 edger is driven by a 23.6-cc dual-piston ring engine and is constructed of a 1-piece, 59-inch shaft. The



An extra large wheel provides unit stability for the user while the 4-layer drive cable ensures durability.

Circle 227 on reader service card

durable 8-inch blade works on a pivoting head mechanism, allowing for fast nonslip adjustments to any cutting depth.



includes six adjustable tie down clips, stainless steel ramp latches, an adjustable front parking jack and a pressure treated wood floor.

Circle 228 on reader service card

The Top Hat Spray Jet from **Maxijet** fits Rain Bird, Champion, Hardie, Nelson and Hunter pop-up sprayers and closes flush to prevent debris from entering the nozzle. The built-in flow regulator provides uniform water delivery from 6.5 to 20 gph

(continued on page 78)

Ciba received EPA approval of an expanded label for Primo® plant growth management tool allowing its use on additional turfgrass varieties such as carpetgrass, buffalograss, kukuyugrass and St. Augustinegrass. The label also provides new step-by-step tank mixing instructions and an easy-to-read rate chart for 10 warm- and 14 cool-season grasses.

Circle 224 on reader service card

The LG lightweight trailer from **Trailex** is constructed of aluminum and carries up to 2,300 pounds on a bed measuring 10 feet long and 5 1/2 feet wide. The trailer

Old-Fashioned Family Service..... ...from the largest landscape lighting distributor



Since the 1960's, the California Landscape Lighting family has provided professionals with the inventory, knowledge, selection, delivery, and competitive prices you need from a distributor specializing in landscape lighting. Give us a call on your next project.

NATIONWIDE DISTRIBUTORS OF:

Arroyo Craftsman
Bronzelite
California Products
Cal Western Lanterns
Dabmar
Dreamscape
Electro-Elf
Greenlee
Hadco
Hanover Lantern
Hinkley
Intermatic
Kichler
Kim Lighting
Lumiere Design
Nightscaping
Rockscapes
Sylvan Designs
Victor Illuminating

1-800-457-0710 Customer Service
1-800-457-0730 24 hour FAX



California Landscape Lighting

31260 Cedar Valley Drive
Westlake Village, CA 91362

NOW ACCEPTED



EVERYTHING FOR THE LAWN MAINTENANCE INDUSTRY CELEBRATING OUR 30th YEAR!



200 gal. poly baffled tank unit

Call us for spring/summer specials.

■ 200 gal. poly baffled tank
■ 5.5 Honda with D-30
■ Electric reel

■ 300 ft. 1/2" hose
■ Unit pre-tested & ready to use
■ Custom built units available

OLDHAM CHEMICALS COMPANY, INCORPORATED
COMPLETE SUPPLIER OF T & O CHEMICALS

1-800-888-5502

Or write: P.O. Box 18358, MEMPHIS, TN 38118

USE READER SERVICE #31

USE READER SERVICE #36

Without advertising,
a terrible thing happens...

NOTHING.

To advertise
in L&L call
800-456-0707



Plants are Labeled
Automatically

DESIGN

UDS
Green Industry Software



**Portable
Estimating**

Computer Software for your landscape,
nursery, or greenhouse company.

TAGmaker

UDS, 6095 28Th Street SE,
Grand Rapids MI 49546

US & Can. (800) 626-7247
Phone (616) 942-8142
Fax (616) 942-5988
BBS (616) 942-7244

USE READER SERVICE #43

Gotta Get A Gator



PORTABLE DRIP IRRIGATION SYSTEM

"These things are very easy to use. During establishment, we've really cut our losses. We used to lose 3-4%. Now we're down to 1%."
Jim Smith, Univ. of Illinois-Champaign/Urbana

"A great innovative product and an effective tool for our tree establishment care program."
Tim Martz of Wichita, Parks and Rec.

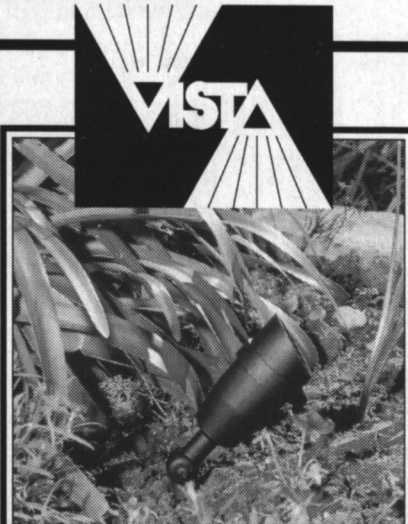
- Reduce watering frequency by 50% and time spent by 80-90%
- Reduce Transplant Shock
- Reduce Water Quantity Usage



TREEGATOR®
1-800-800-7391

Visit our web site at: <http://members.aol.com/spectrumncl/gator>

USE READER SERVICE #24



VISTA SLEEK SPOT

MODEL GR 2216

- Easiest to Install
- Ground, Wall or Tree Mount
- Shock and Heat-Resistant Lens
- Quality Cast Aluminum
- MR 16 Lamp, 12 Volts, 35 Watts
- Competitively Priced - List \$50.99

Landscape Lighting - Make It Part of Your Full Service Package

With Vista Professional Outdoor Lighting, you'll have new opportunities to make every job more profitable. Vista's top quality fixtures install quickly and are competitively priced. Outdoor lighting is the fastest-growing new service for the landscape professional! Century can help you plan a complete Vista lighting system. Call today for more information. **800-347-4272**

CENTURY RAIN AID Helping You Grow

- ☐ Yes, send me a full-color catalog on Vista Professional Outdoor Lighting.
☐ I'd like to learn more about installing landscape lighting.

Name

Company

Address

Telephone Fax

Century Rain Aid • Fax 810-588-7717 • <http://www.Rainaid.com>

With 44 locations in the
eastern U.S. and Canada.
There's a branch near you.

CENTURY RAIN AID

USE READER SERVICE #34

LAWN & LANDSCAPE • JUNE 1996

77

NEW PRODUCTS

(continued from page 76)

even with terrain changes.
Circle 229 on reader service card

Vandermolen's 542BT backpack blower weighs just 18 3/4 pounds and combines throttle and air direction control in one pistol grip to free up the user's left hand. The blower generates 590



cfm of air volume with a Kawasaki 40.2-cc engine equipped with a low tone muffler and ribbed back cushion for cooler operation.
Circle 230 on reader service card

Gempler's new hat styles protect the head, face, ears and neck from harmful rays of the sun. Different styles offer extra wide brims, protective flaps and holes for ventilation.



Circle 231 on reader service card

Bac-Pack, a microbial inoculant from **Soil Technologies**, is composed of seed and root bacteria known to benefit plant growth through anti-fungal activity, nitrogen fixation and the capacity to mobilize phosphorous. **Bac-Pack** is offered in dry seed and liquid form.

Circle 232 on reader service card


A new line of stackable multiple outlet pressure-compensating self cleaning drippers with six outlets from **Notafim Irrigation** feature horizontal outlets which facilitate use in surface and subterranean applications and allow for low volume drip irrigation from existing spray systems. The MOPC screws directly onto the 1/2-inch male NPT spray head riser or can be placed between the riser and the spray head itself.

Circle 233 on reader service card

New banded ear pods and canal caps from **Elvex** use silicone three times as soft as other models for more comfort and better fit. **GelPods** offer flat attenuation in speech frequencies and strong attenuation in low and high frequencies, so noise is reduced but users can still clearly hear conversation.

Circle 234 on reader service card

Parkway Research's Neo-Trol® is an organic nematicide made of ground sesame plant and designed for use in environmentally sensitive areas with a small, pelletized formulation. **Neo-Trol** control nematodes on turf and ornamentals like boxwood, shrubs, azalea, dogwood and redbud.

Circle 235 on reader service card 

Summer
 Specials From...

MTI

RAIN BIRD® SALE

CLOCKS	HEADS Buy The Box
ESP-4.....\$78 ⁰⁰	MiniPaw or
ESP-6.....\$82 ⁰⁰	MaxiPaw \$9 ⁵⁰ ea.
ESP-8...\$110 ⁰⁰	1804 4"Body \$1 ³⁵ ea.
100-DVF Valves	\$11 ⁵⁰ Buy The ea. Box

BACKFLOW SALE

1" #720
 P.V.B.
 \$47⁰⁰



WILKINS

1" #950
 Dbl.Chk.
 \$60⁰⁰



We Pay
 for U.P.S.

Order by 1 p.m.
 SHIPS SAME DAY



800-600-TURF

CALL US AND SAVE! 7:30 am - 5 pm (8873)
 Pacific Time

USE READER SERVICE #37

WE'RE ABOUT TO
 INTRODUCE A NEW
 WAY OF HELPING
 LANDSCAPE
 PROFESSIONALS

TO QUIETLY GO
 ABOUT THEIR BUSINESS.

ECHO®

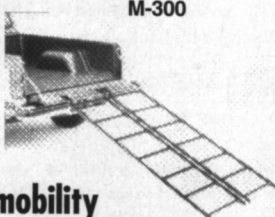
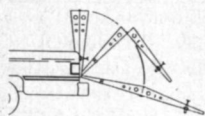
Ask Any Pro!

USE READER SERVICE #38

REDI RAMP



M-100



M-300

Adds mobility
...goes on easy
...comes off easy

Fits full/midsize pick up trucks.
Can be installed by one person.

CALL OR FAX METKO INC.



414-898-4221

FAX: 414-898-5293

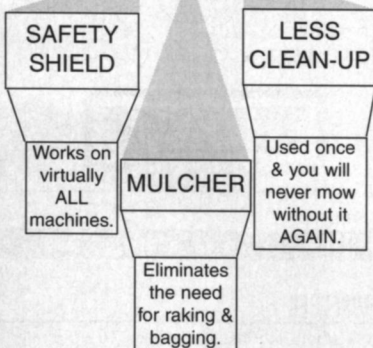
USE READER SERVICE #21

Discover the Ultimate



3

in one



**This is the answer to
your mulching problem!**

Call 1-800-806-6764 for the dealer
or distributor closest to you.

USE READER SERVICE #20

Come to Reed's Irrigation for all your Irrigation Repair Needs!

WE SPECIALIZE IN:

HARD TO FIND HYDRAULIC VALVE PARTS

HARD TO FIND BRASS VALVE PARTS

FAST, RELIABLE TIMER REPAIRS

AQUA DIAL
WEATHER MATIC
GRISWOLD
RAIN MASTER
NELSON
IRRITROL
N.I.S.

IMPERIAL
SUPERIOR
FEBCO
BUCKNER
HARDIE
MOODY
WEATHER TECH

FOR KNOWLEDGEABLE SERVICE CALL

1-800-793-0312

U.P.S. PICK UP AND DELIVERY AVAILABLE ON

TIMER REPAIRS. 72 HOUR TURN AROUND.

FULL ONE YEAR WARRANTY ON PARTS AND LABOR.



1025 E. KATELLA AVE. UNIT F, ANAHEIM, CA 92805

USE READER SERVICE #23

The Cold-Rolled Hot-Tempered Handyman

Gardening

Composting

Landscaping

Snow Removal

Water Harvest

Bulb Separation

Treasure Hunting

Pond Maintenance

Stable Management

Also
Available
24"
Dee Handle



Patent Pending

SHRAKE™ BRAND TOOLS

800-997-4373

Fax 801-259-5353

USE READER SERVICE #22

Rugged? Precisely!

Gandy spreaders, rollers and core aerators are built to last. Stainless steel metering systems in all spreaders assure precise application of granular materials and seeds. For rollers, grease fittings are located on each, replaceable axle bearing. Independent aerator wheels on 3-point hitch aerator are spring loaded to keep constant contact with turf for full aerator depth.

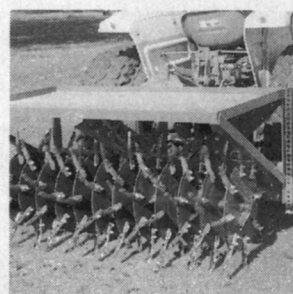
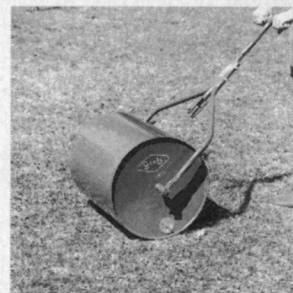
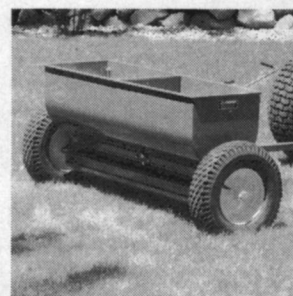
Every unit produced by Gandy proves that good, old-fashioned quality still exists. Call us at **507-451-5430** or **1-800-443-2476**.



IT'S GANDY

528 Gandrud Road, Owatonna, MN 55060

USE READER SERVICE #39



CLASSIFIEDS

RATES

All classified advertising is 95¢ per word. For box numbers, add \$1.50 plus six words. All classified ads must be received by the publisher before the first of the month preceding publication and be accompanied by cash or money order covering full payment. Submit ads to: L&L, 4012 Bridge Ave., Cleveland OH 44113. Fax: 216/961-0364.

BUSINESS OPPORTUNITIES

LAWN CARE PROGRAM

NaturaLawn® of America

The leader in natural organic/biological lawn care is now expanding nationwide. Our franchise offers:

- Exclusive Territory
- Proprietary Product Lines
- Comprehensive Support
- Thorough Agronomic Training
- Financing to Qualified Individuals

To learn more, contact Randy Loeb, Franchise Development Manager at:

800/989-5444.

WHOLESALE DISTRIBUTOR

Needed to market environmentally friendly, liquid, slow-release fertilizer products direct from manufacturer. Ken Franke, P.O. Box 123, Plato, MN 55370; 800-832-9635.

BIDDING FOR PROFIT

"BIDDING & CONTRACTS: YOUR KEY TO SUCCESS," a book with over 16 years experience, not theory. Get factual information on a very accurate and profitable bidding process. Bid sheets, contracts and much more. Send \$42.95 to: #1 Profits' Unlimited, 3930-B Bardstown Road, Louisville, KY 40218. 800/845-0499.

EXTRA INCOME POWER WASHING

EARN \$100/hour power washing and sealing wood decks. Learn the most effective method, equipment setup and supplies. Complete training package: Manual, video, advertising kit and equipment catalog. For free information packet call 810/683-9080.

FRANCHISE OPPORTUNITIES

NUTRI-LAWN

Ecology Friendly Lawn Care

Join the leader in the fastest growing lawn care franchise spanning from Seattle to Florida. We offer:

- * exclusive territory
- * unique truck and computer systems
- * thorough training in all areas
- * strong marketing support (including TV commercial)
- * franchise meetings and recognition

Make your inquiry to Larry Maydonik, Director of Recruiting at: 800/396-6096

TURF MANAGEMENT

A must for all landscape professionals, *Turfgrass Ecology & Management* by Dr. Karl Danneberger, is the industry's first professional turf management text devoted to advanced environmental ecology. This pioneering work addresses the future of the lawn and landscape industry and can be yours for only \$28 per copy plus \$2.50 shipping and handling. Quantity discounts available. Call Fran Franzak, 800/456-0707.

LANDSCAPE MAINTENANCE DIVISION

Landscape company based in beautiful Palm Springs, CA, selling Landscape Maintenance Division. Base contracts exceed \$710,000 annually. Includes all equipment. Great opportunity for a good people person. This is an outstanding marketplace with huge growth potential! Please direct all written correspondence to: D. Gallareta, P.O. Box 10822, Palm Desert, CA 92255-0822. *Note: Must be capable of arranging own financing, selling price \$275,000.

BUSINESS SERVICES

LEASING & FINANCING OPTIONS

Landscape Contractors

Commercial Maintenance Contractors

Golf Course Superintendents

Call for free, no obligation bid on equipment leases and accounts receivable financing. Contingency based services.

KNEPPER ASSOCIATES, INC.

Capital Search & Secure Specialist

614/369-1941

Same Day Quote

BUSINESSES FOR SALE

LAWN AND PEST CONTROL COMPANIES FOR SALE

Missouri	Gross:	\$299,000
NE Georgia	Gross:	\$185,000
East Georgia	Gross:	\$540,000
Central Georgia	Gross:	\$ 88,000
Brevard County, Fla.	Gross:	\$360,000
Charlotte County, Fla.	Gross:	\$575,000
Clay County, Fla.	Gross:	\$510,000
Hillsborough, Fla.	Gross:	\$170,000
Pinellas County, Fla.	Gross:	\$212,000
Pinellas County, Fla.	Gross:	\$110,000

I have several qualified buyers ready to buy in various areas. If you are considering selling?...Call me today!

I work confidentially, but very hard to find the best deal for you, and will always endeavor to protect the seller from his employees' and his competitor's knowledge of the impending sale.

All Calls Are Confidential

Preferred Business Brokers

Jay Hollon, PCO

Licensed Broker

800/633-5153

941/858-4185

LANDSCAPE MAINTENANCE

Island of Hawaii landscape maintenance company for sale. 35-40 residential/commercial accounts. Grossing \$60,000+. Reply to P.O. Box 575, Kailua-Kona, Hawaii 96745.

LAWN, LANDSCAPE, IRRIGATION, UNDERGROUND DOGFENCE CO.

Well established LAWN, LANDSCAPE, IRRIGATION, UNDERGROUND DOGFENCE CO. in Balt./Wash. D.C. area. Turnkey operation with prime location office and warehouse property lease/buy option. Est. 1984 with \$million/yr. in sales. Year round income, computerized, with annual service contracts. Well maintained fleet of trucks and equipment. Owner retiring. Serious/confidential inquiries write to L.L.I., P.O. Box 3942, Crofton, MD 21114.

GROUNDS MAINTENANCE FIRM

Upper Midwest-based year around grounds maintenance firm specializing in large contracted property maintenance, mowing, pruning, weed and feed and snow removal. Revenues exceed \$2MM. Experienced staff in place. Outstanding reputation, offers turnkey opportunity with established client base. Reply to L&L, Box 384, 4012 Bridge Ave., Cleveland, OH 44113.

WANTED TO BUY

LAWN CARE SERVICE BUSINESSES

If you have been thinking about selling your lawn care service business we are interested. There are many options and possibilities. All communication is strictly confidential. Reply to L&L, Box 363, 4012 Bridge Ave., Cleveland, OH 44113.

HYDROSEEDERS & STRAW BLOWERS

We Buy, Trade & Sell New and Used Hydro-Seeders and Straw Blowers. Call 800/245-0551 for a free copy of our latest used Equipment List or our catalog of Hydro-Seeding equipment and supplies.

FOR LEASE

TRUCK & EQUIPMENT LEASING

*All makes & models *Leasing & outright purchase available *Low initial investment

*Low monthly payments *Quick turnaround

*Personalized service

CALL LISA MORRIS AT 1-800-766-2874

1600 West Main St., Wilmington, OH 45177



FOR SALE

HYDROSEEDER

1993 Turboturf 500 gallon, New 16-hp Briggs & Stratton, great condition. \$3,500 with trailer, \$2,600 without. 608/882-4983.

FINANCING

LET THE GOVERNMENT FINANCE your small business. Grants/loans to \$800,000. Free recorded message: 707/448-0270. (NK8)

POWER EQUIPMENT REPLACEMENT PARTS

Premium Replacement Parts for Outdoor Power Equipment

J. THOMAS DISTRIBUTORS, INC.

Introducing: INTERMIX™
No Smoke NEW Oil
FOR THE UNBEATABLE PRICE OF \$23.50 PER CASE

Complete Gearbox
STARTING AS LOW AS \$149.99

OPTIMUM TRIM LINE™
PRICES START AS LOW AS \$5.99

Spindle Bearings
PRICED AS LOW AS \$4.80 EACH

FOR PRODUCT INFORMATION OR A FREE CATALOG OF OUR COMPLETE LINE OF MOWER AND SNOWPLOW PARTS CALL **1-800-422-4184**

INSURANCE

COMMERCIAL INSURANCE FOR LAWN CARE FIRMS "GREEN INDUSTRY SPECIALISTS"

M.F.P. Insurance Agency is dedicated to providing comprehensive insurance programs to the Green Industry at competitive prices. We back up this dedication with a staff of professionals who understand every facet of your business, from marketing to customer service. We know how to properly insure your company whether you're a sole proprietor or a multi-state operation.

Just as your customers look to you for lawn care advice, people come to us for insurance advice because they do not want to become insurance experts themselves. If you want good advice, the right coverage and competitive rates, please contact:

Richard P. Bersnak, President
Jill A. Leonard, V.P.

1-800-886-2398
FAX: 614-221-2203

M.F.P. Insurance Agency, Inc.
50 West Broad Street, Suite 3200
Columbus, OH 43215-5917

PREMIUM REPLACEMENT PARTS

MKI The Landscapers Superstore™ — Call today for your FREE WHOLESALE CATALOG. Landscaping Supplies, Engines, Parts and Accessories at Wholesale. Look — 12.5 Kawasaki Replacement Filters as low as \$3.99. Many other great savings. Call MOHAWK INDUSTRIES at 800/724-2229 for your FREE CATALOG.

CUSTOM DECAL KITS

CUSTOM DECAL KITS

YOUR Logo
816-0290
CLEVELAND, OH 44017

Easy to Order - Easy to Apply
Boost Your Image Economically

Call or Write:
Sun Art Decals Inc.
885 W. Bagley Rd.
Berea, OH 44017
216-816-0290
800-835-5551
Fax: 216-816-0294

Sun Art DECALS INC.

WHOLESALE TURF SUPPLIES

CLIP For Windows Computerized lawn industry program. SPECIAL DISCOUNTED PRICES: 125 customer limit \$695, No Customer limit \$1190.

Kawasaki Engines 12.5 HP With Oil Filter \$549.95, 14 HP With Oil Filter \$625.00, **RBG Blade Grinder** \$329.95, **Velke** Why walk when you can ride? \$229.95, **Lawn Spray Hose** 300 ft. of 1/2" I.D. 200 psi Hose \$180.

ChemLawn Spray Guns \$69.79, **Nozzles** \$11.15.

Hersch's Wholesale Turf Supplies

Call Today for your FREE 1996 Summer Catalog!
(810) 543-2200 (Michigan)
1-800-THE-LAWN (Outside Michigan)

PISTON PUMPS

GNC PUMP Inc.

GNC Piston Pumps

8 GPM @ 600 PSI (\$395.00)

15 GPM @ 600 PSI (\$695.00)

30 GPM @ 500 PSI (\$1,295.00)

All pumps complete w/regulator, surge tank, pressure dump valve, pressure gauge and pulley. 1 YEAR WARRANTY.

1-800-462-2005.

GANDY SLIT SEEDER

Gandy Slit Seeder — 3-point hitch, 4-foot swath. \$5,800 new. Less than 50 hours. Sell for \$3,000. Call Brian 612/476-2016.

FIBERGLASS SPRAYER

GNC PUMP Inc.

100 Gal. Fiberglass Sprayer
\$1,795.00

Briggs 5 HP IC Plus Eng.
(with oil guard)

Hannay Hose Reel

150 Ft. 1/2-inch 560 PSI Hose

Mag 1 Spray Gun

8 GPM @ 600 psi Piston Pump
1-800-462-2005

INCORPORATE—FREE BOOKLET

Incorporate without legal fees! Free booklet tells how. Call Now! 800/345-2677.

NATURAL POULTRY MANURE

We have 100% natural poultry manure available in 5 gallon recyclable pails. This may be used to start your compost pile or apply on your lawn or garden. We also have 100% natural poultry manure compost for flowers and plants. SARGENT NUTRIENTS, INC. 770/983-7300, P.O. Box 484, Murrayville, GA 30564.

HELP WANTED

EMPLOYEE SEARCHES

Florapersonnel, Inc. In our second decade of performing confidential key employee searches for the landscape industry and allied trades worldwide. Retained basis only. Candidate contact welcome, confidential and always free. Florapersonnel, Inc., 1740 Lake Markham Road, Sanford, FL 32771. Phone 407/320-8177, Fax 407/320-8083.

INDEPENDENT SALES REPS

Independent sales reps calling directly on turf professionals. Dynamic new products that will sell. Unlimited earning potential. Protected territory. 100 percent gross margin. No stocking requirement. Will train and support. Send resume to P.O. Box 7346, Louisville, KY 40207 or call 800/334-4962.

LAWN CARE SPECIALISTS

OPPORTUNITY IS KNOCKING. SavATree is expanding our Lawn Care Division! We are seeking ambitious, detail-oriented candidates with strong interpersonal skills and sales experience to become part of our progressive and dynamic team. We offer an outstanding compensation package plus a wide range of benefits. Qualified candidates should send or fax their resume to SavATree, 360 Adams St., Bedford Hills, NY 10507 or fax 914/666-5843, Attn: Human Resources.

SALES POSITIONS

Sprinkler World of AZ, established 20 years. Seeking inside and outside sales people. Five locations in Arizona, great benefits. Send resume to Dick Wheelock, 2114 E. Indian School Rd., Phoenix, AZ 85016 or fax to 602/956-0624.

MAINTENANCE SUPERVISORS

The Brickman Group, Ltd., one of the nation's largest and fastest growing full service landscape companies, has an immediate need in principal cities east of the Mississippi for maintenance supervisors with 2-5 years experience. Brickman seeks energetic, team oriented college graduates with proven leadership, communication and interpersonal skills. Brickman offers full-time positions, excellent advancement opportunities and exceptional compensation and benefits with an industry leader building on a 56-year tradition of uncompromising customer service. For immediate confidential consideration, please send or fax your resume with an indication of your geographic preferences and willingness to relocate to: The Brickman Group, Ltd., Corporate Office, 375 S. Flowers Mill Road, Langhorne, PA 19047, 215/757-9630, EOE.

CLASSIFIEDS

GROW WITH THE BEST

As an industry leader in landscape design, installation and maintenance, Clean Cut, Inc. has secured an exceptional reputation by hiring, and cultivating, only the best. For 11 years, professionals with a real commitment to excellence and quality, who know the meaning of hard work, have been the foundation of our phenomenal growth and success. If you have experience in any of the areas below, a sincere dedication to customer satisfaction, a history of success and a desire to be part of a winning team, contact Carmen at 512/458-8873, or fax resume to 512/452-2378 (indicate location preference).

- Landscape Maintenance Foremen
- Landscape Construction Foremen
- Irrigators
- Tree Climbers
- Small Engine Mechanics

Positions in:

Austin • San Antonio • Dallas • Houston

LANDSCAPE MANAGER

South Florida-based, landscape company is seeking a professional landscape manager. The successful candidate will have a degree in Horticulture, a minimum of five years experience in landscape installation and maintenance. Above average leadership, marketing and organization skills. We offer a competitive salary plus bonus. Medical and Retirement. If you meet the requirements for the position and would like to live in South Florida, send resume, salary history and references in confidence to: L&L, Box 383, 4012 Bridge Ave., Cleveland, OH 44113.

LANDSCAPE CONSTRUCTION AND MAINTENANCE SUPERVISORS

Well established full-service landscape design/build firm located in Northeast N.J. seeks qualified, multi-faceted professionals to grow with us. These challenging and diverse positions require enthusiastic individuals with strong interpersonal, problem solving, and supervisory skills. Experience in landscape construction and/or maintenance desired. College degree helpful. Competitive salary and benefits available. Send resume with salary requirements to: Jacobsen Landscape Design and Construction, Inc., 41 Birch Street, Midland Park, NJ 07432, or Fax: 201/444-4334.

CAREER OPPORTUNITIES

OREGON'S LARGEST COMMERCIAL LANDSCAPE COMPANY, located in the Portland Metro area, is offering career opportunities to quality conscious, team-oriented, Industry Professionals. Our Maintenance Division is looking for Supervisors and Irrigation Repair Technicians. Our Construction Division needs experienced Forepersons and Leadpersons. Competitive wages/benefits, training and advancement for those who want to be part of the Northwest's Best. EOE. Send resume to NORTHWEST LANDSCAPE INDUSTRIES, 16075 SW Upper Boones Ferry Road, Tigard, OR 97224 or FAX to 503/620-7592.

IT PAYS TO ADVERTISE
IN LAWN &
LANDSCAPE CLASSIFIEDS.

TREE AND ORNAMENTAL SERVICES

Swingle Tree Company

Entering our 50th year!

We provide an entrepreneurial work environment where performance and individuality is rewarded.

Pruning Dept. Manager

Creative leadership position with full management control. State of the art facility, equipment and best arborists in region. Minimum 5 yrs. experience pruning and supervisory. College degree helpful, but not necessary. \$32,000-\$42,000 salary + bonus.

PHC Field Supervisor

2-4 year related degree or a minimum of 2-3 years experience in ornamental insect diagnosis/recommendations. A good communicator with ability to train and supervise production crews. \$25,000-\$35,000 salary + bonus.

Benefits include health, dental, disability, profit sharing, vacation and success sharing bonus plans.

Send or fax resume with reference and salary requirements to:

Swingle Tree Company

8585 E. Warren Ave.

Denver, CO 80231

Attn: Tom Tolkacz

LANDSCAPE LISTINGS

JOB SEEKERS — fresh source of USA landscape/grounds management job openings — twice each month. 6 issues (3 months) — just \$22.95. EMPLOYERS — List your job openings, quickly and inexpensively. Call — 800/428-2474. Ferrell's JOBS IN HORTICULTURE, 558 S. Hanover St., Suite 2, Carlisle, PA 17013. MC/Visa. **LL**

AD INDEX

ADVERTISER	PG#	RS #
ALCA	63	
American		
Cyanamid	32,33,*47,*63	41,47,14
Ametek	58	97
The Andersons	84	108
Aquascapes	55	96
Arbor Systems	49	75
ASHS	69	45
Badger	8	60
Barrel Caddy	35	80
Bayer	22,23,56,57	125,13
Bunton	31	77
E.F. Burlingham	34	78
Butler & Wilson	79	20
C & S Turfcare	38,74	84,53
California Landscape	76	31
Century Rain Aid	*77	34
Ciba	*42,*43,61	
Comet USA	67	42
Corona Clipper	5	87
Creative Curb	55	
Customized Business		
Software	12	64
Design Imaging	70	50
Dodge Truck	10,11	62
Dow Elanco	17,19	
Easy Lawn	35	79
Echo	12,30,70,78	63,74,51,38

Emerald Green	46	90
ESC Inc.	75	56
Fabricscape	26	71
Finn Equipment	15	65
First Products	74	54
FMC	2	58
Gandy	79	39
Goossen	30	76
Inclinor Co.		
of America	54	94
Jonsered	39	85
Kubota	27	72
Longhorn	55	95
Marsan Turf &		
Irrigation	78	37
Merck	83	82
Metko	79	21
Metromail	65	40
Monsanto	45	11
Nibco	73	55
Night-Hawk		
Lighting	50	93
Oldham Chemicals	76	36
Olson Irrigation	69	49
OPEI	43	101
PANTS	75	52
Pave-Tech	38	81
Plant Health Care	59	98
PLCAA	77	

Pop Light Inc.	50	92
Practical Solutions	31	35
Professional Tree	26	70
Rain Bird	64	100
Reading		
Body Works	18	67
Reed Irrigation	79	23
Regal	48	91
Schweiss Inc.	*75	57
Shindaiwa	62	99
Shrake Brand Tools	79	22
SNA	41	88
Snapper	7	83
Softdesk	24,25	68,69
Spectrum Products	77	24
Sprayer Parts Depot	9	61
Sure-Loc	69	48
Technic Tool	68	44
Timesavers Software	75	30
Toro ProLine	51	119
Tufflex	40	86
UDS	77	43
Visual Impact	8	59
Walker Mfg.	16	66
Wells Cargo	46	89
Woods Equipment	37	46
Zeneca	29,53	10,12

*Denotes regional advertising

LOOKS



ARE

EVERYTHING.



That's why landscape, nursery and greenhouse professionals alike rely on AVID® for unsurpassed protection against mites and leafminers.

AVID® is the one miticide/insecticide that can make every plant professional look good. AVID is, after all, the most versatile, broad-spectrum product you can buy for superior control of mites and leafminers. It effectively protects a wide range of plants, from conifers and shade trees to potted flowering plants and delicate ornamentals. And, because it's unrelated to any other miticide or insecticide, AVID is the ideal foundation for a resistance management program. But the true beauty of it isn't how well AVID can protect your plants and ornamentals. It's how good AVID makes you look.

AVID®
miticide/insecticide



Merck AgVet Division, Merck & Co., Inc. P.O. Box 2000, Rahway, NJ 07065-0912. AVID® is a registered trademark of Merck & Co., Inc. ©1996 Merck & Co., Inc. All rights reserved. AVID-6-1081-AJA. Always read and follow label directions carefully.

NOW YOU CAN GET SAFE, LONG-LASTING FUNGUS CONTROL AND PROTECT YOUR BUDGET, TOO!



Nothing controls fungus problems longer - or at less cost - than DYRENE 4 Turf Fungicide, now available through The Andersons and their distributors.

DYRENE is an effective contact fungicide specifically for the prevention of leaf spot, snow molds, rhizoctonia brown patch, sclerotinia dollar spot and copper spot. And since DYRENE is in a fungicide chemical family that's different from most other fungicides, it's the ideal choice where rotational fungicide programs may be required for successful disease management.



The Andersons offers DYRENE in two proven and effective forms:

- Tee Time 5% DYRENE in granular form
- DYRENE 4 in 2 1/2 gallon jugs

Either way you choose, Dyrene will help you keep your reputation - and your golf course - spotless.

For more information about DYRENE and where you can get the professional fungicide products you need, call The Andersons at 1-800-225-ANDY.

