This year, more to see than ever before...

New Product Launches were introduced at BTME for the first time, giving companies the opportunity to explain new lines to trade press and potential buyers.

The launch presentations took place over two days and were organised for BIGGA by Rachel Semlyen Associates. Rachel was previously marketing director for Rolawn.

Visitors attended the presentation area to watch as:
- Agriland launched Tournament, a new rapid response fertiliser, promoted as a premium product for getting turf into peak condition for special events or for badly worn patches.
- Barenbrug revealed new grass seed mixtures for greens, in particular the Bar 2 mixture with the addition of Barcrown slender creeping red fescue, making it, they claim, top of the 1993 STRI list.
- Supurfert Products launched 'Dilute n Shoot', a new method of applying Aquagro wetting agent using a hand-held spray gun attachment to a standard hosepipe.
- Ransomes showed off their new Fairway 300 mower, a high performance 5 unit ride-on with many additional features and benefits designed to cope with world-wide grass growth conditions.
- Rigby Taylor launched their new fungicide Rimidin, a new weapon in the war against fusarium.
- Industrial Power Units unveiled the new Dori 18" mower.
- British Seed Houses launched modern turf-grasses for the golf course.
- Hardi showed the new Hardi Eagle de-mountable sprayer with 6-metre boom and 300 or 600 litre capacity tank; and
- Huxley's Grass Machinery launched a range of new Huxley products.

The product launch presentations were in addition to many new lines introduced on individual stands for the first time.

Hayter's key role

This year's BIGGA tournament is to be sponsored by Hayters and Association chairman Roy Kates, right, took the opportunity whilst at BTME to thank Hayter's sales and marketing director Kim Macfie for their support. "I am very excited by this new initiative," said Roy. "I know that our members will respond positively and with great enthusiasm."

BIGGA's executive director Neil Thomas said: "Hayter's enthusiasm and innovative ideas will, I'm sure, lift the tournament to whole new level of professionalism."

The event will be known as the Hayter Challenge Tournament.
Record-breaking numbers of enthusiastic greenkeepers surged into the BIGGA Turf Management Exhibition in Harrogate to hear the Duke of York open proceedings with his own heartwarming view of the greenkeepers' importance in the hierarchy of golf.

"It is, lest any of us golfers here today forget," he said, "only possible to play this Royal and Ancient game because of all the hard work, commitment, patience, care... and above all the pride that you take in your profession."

It was an upbeat way to set the tone for this fifth and best-yet exhibition - one in which the predominant mood was of great optimism. The Duke said: "It is of vital importance that the game as a whole supports the training programmes now being developed for the greenkeeping profession. And a unified approach which has been sadly lacking in the past will undoubtedly accelerate the very real progress now being made."

Quite apart from performing the opening ceremony and touring the exhibition, including stopping for an unscheduled chat with Britain's first female head greenkeeper, Tracy Ruane, the Duke presented special awards to the companies who have supported the Association's Education and Development Fund. He also presented certificates to four Master Greenkeepers: Kerran Daly, Gordon Irvine, Robert Malbusch and Bil Montague, and a plaque to Ian Harrison, 1992 winner of the ICI Premier Greenkeeper of the Year award.

Speaking of the presence of both the Duke of York and our revered president, Viscount Whitelaw, BIGGA chairman Roy Kates said that it was "highly significant in giving recognition to the Association as one of the leading bodies in golf, and to the development of the greenkeeping profession in recent years."

BTME has always been much more than a mere trade show and many traders present had nothing but praise for BIGGA's clever idea in bringing together a small but important number of educational sessions alongside the trade's own industry showcase, the one perfectly complementing the other and bringing about vast new audiences.

The reason is clear, for the big majority of those who visit BTME - green chairman, head greenkeepers, agronomists, golf course builders, club secretaries and others - are in Harrogate for a whole week, bent not only on absorbing technical knowledge in sustained workshops and seminar sessions, but on returning again and again to circumnavigate the exhibition halls. For them the show is serious stuff indeed, they are serious folk with golf course business on their mind - sales enquiries and orders confirm it!

Good feelings for the profession of greenkeeping and for our industry prevail long after the doors finally close. Great friendships are formed and strong business links are forged.

As the Duke said in his speech: "With increasing membership, a successful exhibition and a magazine recognised as a leader, the foundations are now in place for BIGGA to go from strength to strength."
'Foundations are now in place to go from strength to strength...and as a golfer, I shall enjoy every minute of it.'

— THE DUKE OF YORK, opening BTME

Master Greenkeepers, seated from left, Kerran Daly, Bill Montague, Gordon Irvine and Robert Maibusch listen as the Duke of York officially opens BTME.

The Duke learns about golf course irrigation from Toro Irrigation Ltd's Peter Roberts. Looking on is Lely (UK) Ltd's Graham Dale.

Ransomes' Chris MacGowan in conversation with the Royal visitor.

ABOVE: Tom Dunlop with the Kubota TZ4400 Zeroturn outfront rotary mower.
LEFT: Plenty to see on the BEV Golf Equipment stand.
RIGHT: Ian Pogson, of Iseki, with just one of the machines on their busy stand.
in place for BIGGA
from now to its future development with interest'
watching the 1993 BTME

ABOVE LEFT: The Duke on the Pro-Tee Products stand
ABOVE: René Orban, of Jacobsen UK Ltd, looks on as the Duke makes a point. Also in the picture are Neil Thomas, left and Roy Kates, BIGGA Chairman
LEFT: Viscount Whitelaw and the Duke with Rolawn's Terry Ryan, on their stand
NEAR LEFT: Richard Webb, of Tacit, explains how their hole-cutter works to the Duke and Roy Kates

LEFT: Tracy Ruane, head greenkeeper of Oulton Hall GC, shares a joke with the Duke
ABOVE LEFT: Kim Macfie and Tina Pulsford, of Hayters, with the Royal visitor
ABOVE: Colin Gregory on the Hardi stand
LEFT: Garry Worrall and Mark Hillier on the Maxwell Hart stand
NEAR LEFT: BIGGA's Neil Thomas and Samantha Flint with the Duke and Viscount Whitelaw