Sandoz to provide bilingual labeling on major products

Sandoz Crop Protection is providing bilingual labels on three of its major specialty products: Marvek®, Pentac®, and Enstar®. "In many parts of the country, the primary language of applicators in the greenhouse, nursery and landscape maintenance industries is Spanish," said Ron Fister, director of specialty sales. "So we took the innovative approach of not only meeting the needs of our customers but also the needs of their employees."

This approach is especially welcome in California where, since January 1991, all applicators are required to be certified. With bilingual labels, Sandoz customers will not only save time and money in the transition process, but also avoid potential mistakes that occur through misinterpretation.

"As one of the larger growers of ornamentals in Southern California, the training program for our applicators is extensive," said David Patterson of Western Farm in San Marcos. "Since we use a lot of Marvek, the new bilingual label is a big plus. It adds credibility to the product and shows sensitivity and respect for the user. Our applicators feel more comfortable with the product and do a better job."

Mavrik is a non-restricted insecticide, Pentac a broad-spectrum miticide and Enstar an insect-growth regulator.

Anderson named director of Toro commercial sales

Michael Anderson has been named Toro Co.'s director of sales for commercial products. Anderson will direct domestic sales activities for Toro's commercial products business including mowing, debris management and aerating equipment for golf, landscape/contractor and municipal products. These products account for 25 percent of the company's total annual sales.

From 1988 until joining Toro, Anderson, 43, was vice president of sales for Waterous Co., a business group of American Cast Iron Co., suppliers of hydrants and valves to municipalities.

Anderson spent most of the previous 10 years with American Hoist & Derrick where he held many posts including vice president and general manager of sales and marketing. In 1978, he left American Hoist & Derrick to become sales manager for Equipment Sales Co. of Phoenix, Ariz., before returning to American Hoist in 1983.

A native of Minneapolis, Anderson, his wife, Margaret, and their three children live in Woodbury, Minn.

Mobay buys production rights for granular DYLOX

KANSAS CITY, Mo. — Mobay Specialty Products Group has bought the federal registrations that pertain to the production and sale of trichlorfon from Kaw Valley, Inc., Lawrence, Kan.

Prior to the acquisition, Mobay offered an 80-percent soluble powder, DYLOX. Mobay now can offer to the turf care professional under the Mobay label both the 80-percent soluble powder and DYLOX, 6.2 granular.

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So you get two-way protection that can't be beat. Now add to that the fact that a Foliar application of CHIPCO® ALIETTE® brand prevents Phytphthora and Pythium on a wide variety of ornamental and landscape plantings, and you've also got the most versatile fungicide on the market today.

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Rhône-Poulenc Ag Company, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. For additional product information, please call: 1-800-334-9145.

As with any crop protection chemical, always read and follow instructions on the label. CHIPCO® ALIETTE® is a registered trademark of Rhône-Poulenc. © 1990 Rhône-Poulenc Ag Company.

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