HAYS PROMOTED AT HYUNDAI

SANTA ANA, Calif. — Jim Hays has been promoted to the position of national field service manager for Hyundai Golf Cars, U.S.A. Headquartered here, Hays will work with Hyundai’s field service manager, Dennis Mahan, and Hyundai dealers to ensure the cars are properly serviced and maintained. He will also advise on golf car technical modifications and updates. Prior to joining Hyundai, Hays spent 15 years in the marine maintenance and manufacturing business.

DAKOTA’S CHANGE OF SCENE

GRAND FORKS, N.D. — A new post office here has facilitated an address change at Dakota Pest & Blenders and Pioneer Peat Inc. Following are the new addresses and numbers (note the new P.O. box numbers): Pioneer Pest, Inc., P.O. Box 14088, Grand Forks, N.D., 58208-4088; Telephone: 701-746-4300 — Fax: 218-773-3151; Dakota Blenders, Inc., P.O. Box 14088, Grand Forks, N.D., 58208-4088; Telephone: 701-746-4300 — Fax: 218-773-3151.

NUMEX ROYALTIES ROLLING IN

LAS CRUCES, N.M. — An improved, weed-free, turf-type Bermudagrass developed at New Mexico State University continues to bring money to the NMSU-based New Mexico Crop Improvement Association for continued agricultural research. Fourth year sales of NuMex Sahara by Phoenix-based Farmers Marketing Co. are estimated to exceed $250,000. Arden Ballentine, NMSU agronomy professor emeritus and Farmers Marketing turfgrass research director, developed NuMex Sahara with USGA support.

LESCO VIDEOS AVAILABLE

CLEVELAND — Lesco, Inc. has released seven new videotapes designed to educate viewers on various aspects of turfgrass management. The video library, which comes in standard VHS form, includes the following titles: Common Turfgrass Weeds, Common Turfgrass Insects, Common Turfgrass Diseases, Rotary Spreader Calibration, Turfgrass Renovation, Irrigation Maintenance and Troubleshooting, and Floating Fountains. To suggest a topic or order an existing tape, contact Art Wick at 1-800-532-5352 (in Cleveland, 216-338-2650), or fax your request to 216-333-9664.

Century Supply Corp. purchased for $40 million

MADISON HEIGHTS, Mich. — Century Supply Corp., one of the nation’s largest wholesale irrigation distributors, has been purchased by the New Jersey-based holding company, Richton International Corp. Headquartered here, Century maintains 25 branch offices in Florida, Illinois, Indiana, Wisconsin, Kentucky, Georgia and Missouri. The distributor boasts annual sales in excess of $40 million.

Richton officials have indicated the closing of the transaction is subject to conditions including the completion by Richton of proposed financing by the Michigan National Bank, additional subordinate financing to be provided by individuals, and the favorable action of the Richton Board of Directors.
Trend continues: Flowtronex joins forces with PSI

Continued from page 1

the economy.”

Childers added that each of the two companies had “a vastly different, but both very successful, sales philosophy. The combination should prove interesting.”

“It really is a match made in heaven,” said David Brockway, who helped found Flowtronex in Tyler, Texas, in 1986 and will serve as president of the new Flowtronex PSI Ltd. “Everyone’s excited about it. It’s a case where one and one equal four. Basically, we had strengths where they had weaknesses, and vice versa.”

Brockway said: “PSI has been known for its very strong distributor and sales rep network. Flowtronex, on the other hand, has had a strong factory-direct sales network.

“PSI had made a real move over the last couple years into the technological forefront. That’s been our [Flowtronex’s] whole bag. We hung our hat on the VFD.”

With the merger, signed on Sept. 8, Flowtronex is moving its operations to PSI’s Dallas plant. PSI founder Jerry Pettengill is serving as chairman of the board and Emil Gram is general manager of the plant, where all production will take place.

“Competition was the driving force” for the merger, said Gram. “It’s not unlike what we’re seeing throughout industry in general. We’re ecstatic that we can take two good companies and make one great one.”

“This merger will provide an outstanding opportunity to serve our buying and operating public.”

Brockway pointed to improvements in service with the merger. Flowtronex and PSI each had 35 to 40 service centers. The 70 service centers “is unheard-of in this industry in terms of taking care of customers,” he said. “In this industry, with this type of equipment, all of us realize service is the name of the game. The reason is that golf course superintendents are not trained as mechanical or electrical engineers, and when the pump station goes down, they don’t have people on the course who can fix it. They rely on the manufacturer.”

Brockway said the new firm will do “a lot of product development that we couldn’t do alone. People need to keep their eyes open for new developments.”

Flowtronex PSI Ltd. will maintain close ties to Flowtronex International, which manufactures industrial pumping systems. And Brockway predicted, “We will continue to get spinoff development from that.”

Flowtronex employed 37 in its turf division, while PSI employed around 65. Flowtronex employees will either move to Dallas, be absorbed in Flowtronex International, or elect to leave the company, Brockway said.

Brockway predicted the new company “will more aggressively pursue the total global market because that’s where we will get the biggest increase in sales.”

PSI and Flowtronex both have independently selling equipment in Asia. “That is a very important market to us. And we are going to become a bigger player in that market,” he said.

Stateside, Childers said the merger will help in one way: It will give customers “one less proposal to consider.”

Earthgro-Harmony joint agreement

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each firm by combining Earthgro’s extensive marketing and distribution networks with Harmony’s fertilizer/manufacturing know-how and capabilities.

Earthgro manufactures and distributes bagged soils, natural fertilizers and bark products from Virginia to Maine, while Harmony is best known for its patented, slow-release nitrogen technology. For more information, contact Earthgro at 203-642-7591 or Harmony at 804-523-2849.

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