Europe looking to shake low-growth image

By HAL PHILLIPS

I also don't think people in the U.S. realize the extent of the recession over here. We have 10 percent unemployment in most every country... But economies can't continue to shrink forever.

Because the U.S. golf course industry has fostered growth in Europe for some time, many suppliers — of iron, particularly — have established strong footholds in the distribution department. According to Clarke Staples, president of the consulting firm Greentalk International, this provides an opportunity and a challenge.

"If the increase in golf course construction is that good, I don't think U.S. suppliers will lose market share. But they won't necessarily gain, either," said Staples.

"There's always the chance that European firms will respond to the growth and pick up some of the slack," said Staples.

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NEW PRODUCT OF THE MONTH

MGF Environmental Systems has introduced a negative-pressure, dust- and vapor-free, protective, hands-free chemical mixing chamber designed to protect employees and the environment from exposure to pesticides. The MGF Hands Free Mix & Load Chamber contains a water wash down and patent-pending venturi drain that can be connected to the loading station. For more information, call RGF at 1-800-842-7771. For more new products, see page 57.

CHRISTY TO REP AQUAMASTER

KIE, Wis. — Calvin R. "Cap" Hendrix has been named vice president and general manager of The Irrigation Division of The Toro Co. Hendrix formerly served as president of the Thermador Corp., a subsidiary of Masco Corp., which manufactures and markets residential kitchen appliances.

RANSOMES PROMOTES NEHLS

MINNEAPOLIS — Ransomes America Corp. has announced the appointment of Sandi Nehls as marketing planning analyst. She will work out of the Johnson Creek, Wis., office.

In her new position, Nehls will assist in sales forecasting for all Cushman, Ransomes and Ryan product lines. Nehls, who joined Ransomes 10 years ago, most recently held the title of sales coordinator in the marketing and sales department.

CHRISTY TO REP AQUAMASTER

KIE, Wis. — Aquamaster Fountains and Aerators, the Kiel-based manufacturer of aquatic management equipment, has announced that T. Christy Enterprises will represent its product line in California, Arizona, Nevada and Hawaii. For product inquiries, contact T. Christy at 1-800-BLU-GLUE.

ATLANTIC MOVES BRITISH OFFICE

READING, Berkshire, England — Atlantic Technology has moved its offices to the following address: Clock House, 286 Kings Road, Reading, Berkshire RG1 4HP, England; Phone — 011-440724-510091; Fax — 011-440724-510104. Atlantic represents a number of British and American turf-care manufacturers, including Becker-Underwood, Bayco, Turf-Ex and PAL. Atlantic markets these products through 15 distributors in the U.K. and Europe.
SMT emerges

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Player Design, Harzdon Design Group and Gene Bates Golf Design have all expressed a willingness to work with SMT. "Several project agreements are being lined up for the near term," said Parker. "Our services are based on the precept that all soil properties — chemical, physical and biological — should be monitored and managed," said Haines. "Historically, the industry has focused primarily on the management and manipulation of chemical properties, while hoping the physical and biological properties would somehow take care of themselves."

"We want to help architects and superintendents become more completely informed concerning soil deficiencies before the golf course is built. Once the deficiencies are identified, sound modification and management programs can be implemented."

Porous ceramics and humate materials will play a significant role in these modification and management programs — this should come as no surprise, seeing as SMT rose from the ashes of Innova Corp., a firm that centered on one product, Isolite, a porous ceramic.

Parker was executive VP at Innova, while Haines served as VP of technical operations. Though Isolite was a useful product and the firm was owned by Japanese industrial giant Sumitomo Corp., Innova encountered all sorts of financial difficulties before declaring bankruptcy in February 1993.

"If you boiled it all down," Parker explained, "it simply failed financially. It filed Chapter 11 to reorganize but couldn't come up with a plan... It was a public company so anyone could've offered an alternative plan. But no one did."

At the request of the Innova board of directors, Parker and Haines stayed on during the early stages of protection. But after three months, they left and the case was dismissed from Chapter 11 and Innova formally went under last June.

"When we left Innova, Lou and I felt we had a new lease on life — we were freed from being Isolite salesmen," Parker said. "Innova centered on one product, Isolite... But Innova was all about establishing fiscal opportunities for distributors, whereas Lou and I were more interested in establishing a place in the golf course industry, getting superintendents and architects on board, and starting the long process of product introduction."

During his three years at Innova, Haines had plenty of time to find out what porous ceramics can and cannot do. For instance, he firmly believes porous ceramics are not necessarily water savers. "They increase water storage in certain coarse soils," he said. "But they're best at oxygenizing the root zone. And when it comes to drainage, they increase percolation rates in bad-draining soil."

Terra settles with Dupont; acquires Androc Products

SIOUX CITY, Iowa — Terra Industries Inc. has announced that its subsidiary, Terra International, Inc., has reached a settlement of its dispute with E.I. du Pont de Nemours and Company (DuPont) over Benlate claims. According to the settlement, both Terra's lawsuit against DuPont in Iowa state court and DuPont's lawsuit against Terra and its insurers in Delaware state court will be dismissed. In addition, DuPont will assume responsibility for all pending Benlate claims.

In the coming months, Terra will resume its role as a wholesale and retail marketer of DuPont agricultural products. Benlate is a DuPont fungicide product that Terra, along with other crop protection product manufacturers, formulated for DuPont under contract in 1988-1990, growers who used Benlate began to file claims alleging that Benlate had damaged their crops and plants. In 1991, Terra and DuPont each filed suits against the other over settlement of the Benlate claims. With this agreement those suits are being withdrawn.

Terra has also announced the acquisition of Androc Products, Inc. of Hopkins, Minn., a marketer and distributor of specialty and vegetation management products. According to Larry Pfiefler, professional products sales manager of Terra's Northern Division, Androc's customers can expect their current business relationship with Androc to continue with Terra. Joining Terra as a result of the acquisition are salesmen Ted Weidenfeller, Mark Crosswell and Richard Schulte; and Daryl Olson, warehouse manager/inside salesman.

We cover th

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