Chemical mergers

Continued from page 1

regarding whether individual products will stay in production or pass into history.

"If you're not registered in the first two years, that's just part of it," said Bill Liles, director of Ciba's Turf and Ornamental Division. "The cost of regulatory compliance in today's environment is staggering: state, federal, clean air, clean water, OSHA, FIFRA...

"It's tough to be a one-product company today — it's tough to be a two-product company! The costs are too high. You're limited in the resources you can put behind the products.

Under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), all chemicals registered with the Environmental Protection Agency before 1984 must be reregistered before Jan. 1, 1997. Reregistration isn't guaranteed and the supportive research can cost millions of dollars. Sometimes it's easier to cut bait and fish with someone else.

"The only way to tackle these difficulties is to ensure that profitable and innovative products on an owner's list basis come out in a way that's more quickly. says NOR-AM spokesman B.J. Bilas regarding the Hoechst-Roussel/NOR-AM partnership. "Only companies of sufficient size will be in a position to afford the investments necessary or competitive. Reregistration and the product range.

Bilas said the new joint venture — agreed to by a pair of German parent companies, Hoechst AG of Frankfurt and Schering AG of Berlin — will be an overnight. "Scotts' interest in Grace-Sierra's ability to make it right to the marketplace.

The OCS-90 is presently available on all 1 1/2" swing joint sprinkler heads. To install, tighten the OCS-90 until it engages face to face with the O-ring face seal. Installing the new OCS-90 at the outlet also helps prevent the theft of expensive piping systems, prevents the most common cause of mechanical failures in PVC over tightening.

In addition to the above feature, installing

ergizations as part of the company's commitment to increase support for customers in the turf, greenhouse and industrial vegetation management industries.

The changes are a result of the reorganization of the company's specialty division this summer, and include the hiring of Matthew Albrecht, John Meyer and Martha Trubey as sales representatives.

Albrecht, who will represent Sandoz to the IVM market in the Mid-Atlantic region, joins the company following seven years with IMC Fertilizer Inc. Albrecht, 36, a native of C. Albrecht served as both sales manager and regional sales manager. Meyer will represent turf and ornamental products for Sandoz in the Southeast United States, excluding Florida. His 11-1/2 years in the turf industry include experience as a turf and horticultural sales representative for Wilbur-Ellis Co. Meyer worked in lawn care operations with TrueGreen, Excelawn, and, prior to that, owned his own lawn care company.

Trubey, whose territory for Sandoz includes turf and greenhouse operations in Texas and Oklahoma, joins Sandoz with seven and a half years of industry sales experience.

Most recently, Trubey worked as a sales representative for Grace-Sierra, where she specialized in turf, ornamental and commercial greenhouse markets.

Sandoz Agro, Inc., expands national sales contingent

DES PLAINES, Ill. — Sandoz Agro, Turf & Ornamental's Barricade pre-emergence herbicide is now approved for use in and around more than 100 species of landscape ornamentals, as well as on bentgrass and golf tees, following Environmental Protection Agency registration. Changes to Barricade's new label also include the removal of height restrictions for turf at application. It is now approved for use on all areas of the golf course, except putting greens.

Do we keep it or do we drop it? You also look at companies that complement your product line. Does it make you stronger? The decision to keep a product usually is made before you look at other companies."

U.S. manufacturers have also recognized the realities of competition from overseas — including consolidated competition such as that from Hoechst and Schering. When it comes to free trade, international parts like the North American Free Trade Agreement (NAFTA) and the General Agreement on Tariff and Trade (GATT) will almost certainly open more doors than they close.

It is Grace-Sierra's international reach that made it especially appealing to Scotts, said Stern. In addition to manufacturing facilities in California, Pennsylvania, Arkansas and South Carolina, Grace-Sierra has another in the Netherlands and sells its products in Europe, Latin America and the Far East, including Australia and New Zealand.

"You can be a U.S. company and be successful here," said Liles. "But your long-term competition will come, eventually, from overseas. When you spread your resources to different parts of the world — like Scotts and Hoechst-Roussel and Schering have done — you can be flexible. You can shift resources and survive a downturn in particular markets.

"These are the things you have to do if you're going to be a player in the marketplace."

We're outstanding in our field...

to be outstanding in your field

NEW FROM DURA

Dura Plastics is the innovator of the double O-ring swing joint. It introduces the all new QCS-90 continuous swing inlet and outlet with O-ring face seal, instating the new QCS-90 all the fault prevents the most common cause of mechanical failures in PVC piping. The peening of fittings due to overtightening. In addition to the above feature, installing QCS-90 at the outlet also helps prevent the theft of expensive sprinkler heads.

To install: Tighten the OCS-90 until it engages face to face with the companion fitting. No further tightening is necessary. This will provide a positive and prevent the possibility of a smooth flat surface. The use of Teflon tape and other sealants are not recommended.

The QCS-90 is presently available on all 1 1/2" swing joint configurations.

December 1994
GOLF COURSE NEWS