Scotts & Pursell set their differences

By HAL PHILLIPS

Pursell Industries of Syracusa, Ala., and O.M. Scotts & Sons Co. of Marysville, Ohio, have reached an out-of-court settlement following a pair of lawsuits pertaining to an advertising campaign waged by Pursell in 1993.

The ads, which compared Pursell's Polyon fertilizer technology with Scotts' Poly-S technology, appeared in several trade magazines during a four-month period in 1993. Scotts brought suit in September of that year, claiming the ads were misleading. Shortly thereafter, Pursell countersued on similar grounds.

Both suits were settled on Sept. 28 of this year. The U.S. District Court for the Southern District of Ohio dismissed them Sept. 30. As part of the settlement, Pursell and Scotts agreed not to publish — for a period of four years — any advertisements comparing any Scotts coated fertilizer, including Poly-S, with any Pursell coated fertilizer product, including Polyon, unless they have first run a series of agreed-upon tests.

"It's a joint settlement agreement," said Chris Schmenk, associate general counsel for Scotts. "I'm not at liberty to discuss any more about the settlement. We had some confidential provisions.

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International PVP law takes effect in spring 1995

By MARK LESLIE

ASHINGTON, D.C. — A new Plant Variety Protection law, which had split many in the American seed industry, was signed by President Clinton on Oct. 6, and will take effect next April. The legislation will make the United States the first nation to come into compliance with the new International Union for Protection of Varieties (UPOV) treaty.

Four other countries must join the United States in order for the UPOV treaty to take effect. UPOV was first passed by 21 countries in 1978 and rewritten in 1991. "Some are very close but no one has officially signed on yet," said Leslie Cahill, American Seed Trade Association vice president of governmental affairs.

Public Law 103-349 passed the Senate May 25, passed the House with minor modifications on Aug. 12, and went back to the Senate for final approval before Clinton's signature.

UPOV's purpose is to ensure quality control; truth in advertising; and enforcement, ensuring the seed in a bag is exactly what its label states.

"Overall, this was very good for not only the seed industry but, most impor-

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Jacobsen names Florida distributor, realigns sales & marketing

FT. LAUDERDALE, Fla. — Kilpatrick Turf Equipment has been named the Jacobsen dealer in South Florida. Kilpatrick Turf Equipment will be responsible for Lee, Glades, Hendry, Collier, and Charlotte counties along Florida's West coast; and Indian River, Okeechobee, St. Lucie, Martin, Palm Beach, Broward, Dade and Monroe counties along the state's East coast. Kilpatrick can be reached at 1-800-432-0066.

RACINE, Wis. — Officials at Jacobsen Division of Textron Inc. have announced a realignment of the company's sales and marketing departments, now combined under the direction of Harold Pinto, vice president sales and marketing.

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American Sales, is now responsible for product sales to golf and non-golf markets through Jacobsen dealers and company-owned retail outlets.

Jacobsen has also announced personnel changes in the company's service parts and whole goods distribution areas.

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The Minneapolis-based Toro Co. has filed a lawsuit in the Federal District Court of Minnesota against Assaria, Kan.-based Great Plains Manufacturing, Inc. for alleged patent infringement of Toro's Hydroject 3000 turf injector.

In its suit, Toro alleges that Great Plains, through its Land Pride division, has infringed four U.S. patents. Toro indicated it is seeking compensatory damages and an injunction against Great Plains.

At the Dallas GCSAA show this year, Land Pride did display a liquid injector. The company could not be reached for comment.

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BRIEFS

LESTER TO HANDLE MULCH MAGIC

AMES, Iowa — Brent Lester, a graduate of Iowa State University, was promoted from his specialty sales position at Becker-Underwood to Mulch Magic PF sales manager. Lester has been employed at Becker-Underwood for two years and has worked extensively with Mulch Magic. Lester can be reached at 1-800-232-5907.

ANCHOR, ARMOR CHANGE LOCATEES

Changes in scenery for two industry suppliers: Anchor Wall Systems can now be reached at 6101 Baker Road, Suite 201, Minnetonka, MN 55437-5973; phone — 1-800-473-4452; fax — 612-933-8833. Meanwhile, Anchor Systems Inc. has moved to 1620 W. Airport Blvd., Sanford, FL 32773-4814; phone — 407-323-9787; fax — 407-330-0442.

STIDHAM MOVES UP AT CYANAMID

WAYNE, N.J. — Brian W. Stidham has been promoted to national sales manager for the Turf and Ornamental and Pest Control Products Group at American Cyanamid Co. Previously, Stidham directed all Midwest Sales accounts for golf course, lawn care, landscape and nursery markets. Before joining Cyanamid in 1993, Stidham was the professional products manager for Terra International...

MONTANO THE NEW VP AT WESTERN

THOUSAND PALMS, Calif. — Aaron R. Montano has been promoted to vice president of Western Golf, Inc., a manufacturer of golf course accessories, driving range equipment and miniature golf supplies. Montano has been national sales manager since 1990 and will now assume responsibility over operations, marketing and sales. Montano currently serves on the Southern California District Export Council.

HENDRICKSON BROS. TAP SHEPPARD

CORONA, Calif. — Richard Sheppard has been appointed the new marketing director for Hendrickson Bros., the micro-irrigation manufacturer. Sheppard will coordinate representative and OEM sales, while assisting in marketing and product development. For more information, contact Sheppard at 909-737-6822.
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"I will say, we think that both companies worked very hard and amicably to reach a settlement."

nies worked very hard and amicably to advertise. One ad posed the question, "Are our Polyon and Poly-S the same, while we would disagree."

Another employed the figures for which they had no proof of." Another employed the figures for which they had no proof of."

"The part we objected to," said Pursell's Executive Vice President David Pursell, "There are some concerns about our Polyon technology in 1991," Pursell explained, "and Scotts/Pursell suit Continued from page 47

"I will say, we think that both companies worked very hard and amicably to reach a settlement."

"We came out with our Polyon technology in 1991," Pursell explained, "and Scotts introduced Poly-S shortly after that. And there was quite a bit of confusion among superintendentst about which was which. Scotts chose a trade name that is 2X 6X 12X Per col. inch: $75.00 $65.00 $50.00 Add on per 1/4" $18.75 $16.25 $12.50 Logo incl. in ad: $40.00 $40.00 $40.00

Rates are per insertion.

Minimum 2-time insertion.

Prepayment is required.

Send prepayment & ad copy to:

227 Second Ave. N.
St. Petersburg, FL 33701

Fax (813) 825-0923

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Project Managers, Shapers, Lay-out Specialists needed at once. Must be willing to travel. Fax resume and date available to: (616) 547-7009.

Scotts/Pursell suit Continued from page 47

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