

## Walther to head new UHS division

BRYAN, Texas — United Horticultural Supply (UHS) has created a Southern Division, completing the firm's service coverage of the nation's professional turf, golf course, lawn care, nursery and specialty horticultural markets, according to UHS President Bert Eddins.

John Walther, current national product manager, has been named manager of the new division that encompasses New Mexico, Texas, Louisiana, Arkansas and Mississippi.

Headquartered here in the Southwest, the UHS Southern Division will "provide this region's

customers better access to the high quality products and services that UHS has become recognized for around the country," said Walther.

"This expansion," he continued, "allows UHS to bring this market highly qualified national and regional technical personnel with expertise and experience in the golf and horticultural industries, which is a key UHS philosophy and a major part of our overall strategic plan."

For more information on the new UHS division or any UHS product or service, call 1-800-847-6417.

## Soil Tech Corp. teams with Mole-Med

FAIRFIELD, Iowa — Soil Technologies Corp. has signed an agreement with Mole-Med, Inc. to begin national distribution of Mole-Med's exclusive product for repelling moles from turf areas. Soil Tech will be the exclusive distributor of Mole-Med to golf courses in the U.S., Japan, England and South Africa.

Mole-Med is registered with the Environmental Protection Agency and has been tested at Michigan State Uni-

versity. According to Dr. Glen R. Sudderar, who tested the product on 17 sites: "Mole-Med effectively eliminated the visible surface tunneling of Eastern moles in all lawns tested."

"Based on this evidence, I believe Mole-Med to be very effective in preventing mole damage."

For more information on Mole-Med and other Soil Technologies products, call Sales Manager Steve Nichols at 1-800-221-7645.



## EPA okays...

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to existing broadleaf or grass landscape species. In addition, applications of Gallery can be made over the top of 440 ornamental plants. The unique action of Gallery helps applicators avoid fighting broadleaf weeds postemergently, which can be costly, time-consuming and labor-intensive.

An interim registration is granted to applicant products that have three or fewer data requirements left to submit to the California Environmental Protection Agency Department of Pesticide Regulation. A company has approximately three years to submit this additional research data, and only pesticides already registered with the U.S. Environmental Protection Agency may apply for interim registration within California.

Members of the State Regulatory Commission of California grant interim registrations upon deciding that using the compound results in a net benefit to the state.

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GREENSBORO, N.C. — **Subdue MAXX**, a new formulation designed to provide disease protection at half the recommended rate of the original Subdue fungicide, has received registration by the Environmental Protection Agency. According to Ciba Turf & Ornamental Products, the manufacturer of Subdue, the new formulation will be introduced to the market in 1997, eventually replacing all the current Subdue formulations.

Subdue MAXX features a new active ingredient, mefenoxam, that is twice as active as metalaxyl, the active ingredient currently in Subdue. Mefenoxam is an isomer of metalaxyl and a more biologically active chemical compound. As a result, Subdue MAXX application rates are half those currently recommended for Subdue.

Lower application rates of Subdue MAXX will reduce levels of inert materials that are put into the environment and decrease the amount of product handled, transported and stored, and fewer containers will require disposal. Subdue MAXX will be formulated as a microemulsion concentrate (MC), a wettable powder in water-soluble pouches (WSP) and a granular (GR) formulation.

The new MC formulation, which will replace the emulsifiable concentrate formulation, is a clear, ultra-stable liquid, that mixes completely with water. It eliminates the use of petroleum solvents that act as a carrier in other fungicide formulations. As a result, Subdue MAXX MC has little odor and will not clog filters and screens, or settle to the bottom of the spray tank. And as a true liquid, the MC formulation will not crystallize.

## Becoming a victim of air pollution.



Ahh, television news in the 90s.

Tabloid journalism has sneaked its way onto the airwaves. And the pursuit of facts seems to have been replaced by the pursuit of ratings.

So the specialty pesticide industry needs a media watchdog that not only watches. But that also takes action.

Fortunately, we have one.

**RISE. Responsible Industry for a Sound Environment.**

RISE is a coalition of manufacturers, formulators and distributors from all areas of the specialty pesticide business.

In addition to promoting environmental stewardship, RISE makes sure the media doesn't report misinformation as fact.

We also hold editorial meetings with media decision-makers. And respond to negative articles or broadcasts that are incorrect. We've been very successful so far. Not surprising considering what our most powerful weapon is.

The truth.

Of course, there's still a lot more work to do. But rest assured, RISE is up to the task.

Because we know if we eliminate air pollution, the pesticide industry can breathe a lot easier.



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