

BRIEFS



ZINNCO TO REP TESSENDERLO KERLEY

TOLEDO, Ohio — Zinnco Marketing Services is the new distributor for Tessenderlo Kerley's small package line of slow-release fertilizers. The product line includes N-Sure-Lite (30-0-0, 50 percent SRN), KTS (Potassium Thiosulfate), Trisert-KS (15-0-12-8 S, 60 percent SRN) and Trisert (13-3-4, 50 percent SRN). Zinnco, located here, brings more than 15 years experience selling specialty fertilizers to horticultural, turf and ornamental markets. For information, call 419-385-8513.

JACKLIN CREATES SALES POSITION

POST FALLS, Idaho — Medalist America has announced the establishment of a new sales coordinator position, to be filled by Wade P. Jacklin. The sales coordinator position entails working closely with Medalist's regional turf specialists to ensure customer satisfaction. Jacklin will be working directly with the general manager of Medalist America, Rick Myers. He will also work directly with Medalist's Albany, Ore. office to coordinate blending and shipping.



Wade Jacklin

STRAWBRIDGE JOINS ANCHOR WALL

MINNETONKA, Minn. — Doug Strawbridge has been named executive vice president and general counsel for Anchor Wall Systems, Inc. Strawbridge will oversee legal affairs, licensing activities and general business administration and management. He joins Anchor from Merchant & Gould, one of the country's most respected intellectual property firms, where he was a senior vice president and member of the executive committee. He has worked with Anchor Wall Systems since the firm's earliest days, providing invaluable counsel along the way.

BEAZLEY TO REP SANDOZ AGRO

DES PLAINES, Ill. — Sandoz Agro, Inc. has named Paul Beazley the Turf & Ornamental sales representative for the Midwest region. Beazley's territory includes Illinois, Wisconsin and Missouri. Previously, Beazley was an account representative for Sandoz. Beazley came to the company from Penagro, a division of Helena Chemical Co., where he was a sales/customer service rep. Beazley can be contacted at: 847-605-8180.



Paul Beazley

Belgian firm buys fertilizer foothold in U.S.

PHOENIX, Ariz. — Hickson Kerley, the manufacturer and marketer of specialty liquid fertilizer products such as N-Sure, Formolene-Plus, KTS and Trisert — all aimed at the golf course and lawn care markets — has been acquired by the Tessenderlo Group of Brussels, Belgium. The company's name has been changed to Tessenderlo Kerley, Inc.

Tessenderlo Kerley, based here, will become part of the Chloralkali and Inorganic Division of Tessenderlo Chemie, a leading producer of sulfate of potash and feed phosphates in Europe. The company also produces chlorine caustic soda, caustic potash and derivatives for industrial purposes.

Tessenderlo Kerley, a manufacturer and marketer of innovative liquid plant nutritional products and technologies for the agricultural and specialty markets, will continue to be based here in Phoenix. The company employs 250 people and has sales of \$80 million. The acquisition of Hickson Kerley from Hickson International represents Tessenderlo's first entry into the green industry market in the United States.

Jordan Burns, formerly the general manager of Jupiter Chemical Co., has been named chief operating officer of the company. Livio Lederer, president of Tessenderlo USA, represents

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ACQUISITIONS

NFAI umbrella covers Sustane

CANNON FALLS, Minn. — Natural Fertilizer of America, Inc. (NFAI) has acquired the business operations of Sustane Corp. and Bio Grounds Keeper, according to NFAI President Craig Holden.

NFAI produces organic-based fertilizers and related products for the commercial turf, horticulture and specialty agriculture industries. The new structure for Sustane Corp. was recently formed and capitalized by Holden and a group of six Twin City-area businessmen who have committed up to \$5 million to finance the growth of the business.

Holden said key employees will remain with Sustane, including the company's experienced technical staff. "Our manufacturing plant is operating at nearly double its previous output capacity to meet our customers' product requirements," Holden said. "Our management focus is to provide well researched, quality products, excel-

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EDUCATION

Ransomes will sponsor GCSAA seminar program

LAWRENCE, Kan. — The Golf Course Superintendents Association of America (GCSAA) has announced a partner for its seminar program. Ransomes America Corp., one of the largest global manufacturers of golf course maintenance equipment, has signed a multi-year agreement to support the association's educational seminars.

GCSAA's 1996-97 seminar season begins July 1. More than 150



seminars are planned, offering attendees the opportunity to learn course management skills from

turfgrass scientists, researchers and professors, as well as superintendents and industry representatives. Seminar topics range from writing Integrated Pest Management (IPM) programs to maximizing employee effectiveness and designed to enhance the skills, knowledge and professional image of the golf course superintendent.

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NEW PRODUCT OF THE MONTH

The Agricultural Division of Nutramax Laboratories, Inc. has introduced Macro-Sorb, an amino acid-based plant biostimulant that helps maintain more uniform and lasting plant growth by minimizing the chance of turfgrass loss during periods of extreme adverse conditions. Macro-Sorb contains L-form amino acids whose presence greatly reduces the energy requirements a plant would normally have for their production (they also increase photosynthetic activity in addition to water and nutrient efficiency). The energy saved can then be used by the plant for other vital purposes, like dealing with heat and cold stress. For more information, contact Nutramax at 1-800-925-5187. For more new products, see page 58.

WILMINGTON, Del. — Reward Landscape and Aquatic Herbicide has received a supplemental label affecting water-use restrictions. Manufactured by Zeneca Professional Products, Reward is a non-selective, fast-action herbicide for weed management in aquatic and grounds maintenance areas.

The new supplemental label allows for a shorter waiting period following the application of Reward in all water-use situations. The use restriction for irrigation in turf and nonfood crops has been reduced to one to three days, depending on the application rate. According to the supplemental label, there is no waiting period following the application of Reward for swimming and fishing. In addition, the Reward label now includes a five-day restric-

Zeneca's Reward expands water-use



tion for spray tank applications. Refer to the product use label for complete directions, restrictions and application rates.

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WILMINGTON, Del. — Finale herbicide has received approval from the New York State Department of Environmental Conservation for use by turf and landscape professionals. Finale is a non-selective water-soluble herbicide which provides broad spectrum control of emerged annual and

perennial grass and broadleaf weeds.

The New York state registration covers all counties with the exception of Nassau and Suffolk.

The active ingredient in Finale, glufosinate-ammonium, closely resembles the naturally occurring amino acid, glutamic acid. Glufosinate-ammonium degrades into natural compounds such as carbon dioxide, nitrogen and water. Under normal conditions, its half life in soil and water is between seven and 20 days.

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MIDDLEBURY, Conn. — The EPA has approved a revision of the label by Bonzi to include containerized ornamentals.

The revised label also includes modified rate recommendations and application instructions.

TerraBiotics line adds Hydretain

PRINCETON, N.J. — TerraBiotics, best known for its 1993 introduction of Aqua-T to the turf and ornamental industry and the 1996 introduction of CytoGro, has expanded its environmentally friendly product line with the acquisition of Hydretain in a deal with Ecologel USA, the manufacturer and owner of the Hydretain technology.

Hydretain (U.S. Patents pending) is designed to reduce water usage on a golf course by as much as 50 percent. In effect, it enables a superintendent to tap into the

hidden water source that is always circulating throughout your turf in the form of humidity.

Hydretain works by pulling water from moisture-laden air within the soil and making it available to turf. This action, coupled with Hydretain's ability to also hold free water molecules within the root zone (water that would otherwise be lost to evaporation), results in a significant increase in watering efficiency and lowers overall water usage.

Hydretain is applied by overhead spray or through a



ACQUISITIONS

fertilization system at a rate of four gallons/acre. A typical treatment lasts up to three months and costs under \$100/Acre. Hydretain is fully biodegradable.

Century bolsters Mid-Atlantic presence

MADISON HEIGHTS, Mich. — Century Rain Aid, one of the largest U.S. distributors of landscape and irrigation supplies, has acquired Bay State Irrigation's branches in Laurel, Md., and Richmond, Va.

"Century is very positive on the future growth prospects for the Maryland and Virginia markets," said Wayne Miller, president of Century.

Century's investment in the area will grow over the next several years as it "assembles the top team of people, leading manu-

facturers, convenient locations and services aimed at helping contractors grow their businesses," said Miller.

Century is moving its Savage, Md., branch (formerly a Trickle-eez location) to Bay State Irrigation's quarters at 9125-D Bursa Road in nearby Laurel, Md., to become Century's Laurel branch (301-498-3894).

The other Bay State Irrigation branch, now located in Richmond, Va., will move to Century's present Richmond branch in Midlothian (804-379-2879).

Tessenderlo

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Tessenderlo in the Kerley management organization.

According to Burns, the new company has ambitious goals to consolidate Hickson Kerley's long-term presence in the U.S. turf care industry, as well as strengthen its relationship with existing fertilizer distributors, turfgrass managers and golf course superintendents.

"The company has a thorough understanding of the U.S. green industry, has access to strategic raw materials and is committed to investing in this company and the fertilizer industry," Burns said.

Burns added that Tessenderlo plans to maintain and build on the Kerley plant nutrient products that golf course superintendents depend on in their businesses. The company will continue to focus on the triazone slow-release nitrogen technology, potassium thiosulfate and other nutritional advancements for the specialty fertilizer market.

NFAI/Sustane

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lent customer service and information about how to incorporate organic-based turf care products into integrated turf management program."

Sustane's new corporate headquarters is located with its manufacturing facility here in Cannon Falls. In its eighth year of operation, Sustane offers three organic-based turf product lines: Sustane Natural and Organic-based fertilizers, Bio Grounds Keeper thatch management products, and Bolster plant growth supplements. Sustane was founded by Holden in 1987 and merged with Bio Grounds Keeper in 1994.

All of the Sustane products are known for strong research and development, and product efficacy. The tradition of solid research and product development testing is ongoing at more than 15 universities and private research facilities.

Sustane products are distributed throughout the United States, Canada, Europe and the Pacific Rim. For more information, contact a Sustane distributor representative or call 1-800-352-9245.

GOLF COURSE NEWS

FOR MAXIMUM PROTECTION FROM STRESS...

MACRO-SORB® CAN MAKE THE DIFFERENCE!!!

Whether it's excessive cold or heat, drought or too much rain, pests and disease, less than optimum soil conditions, or just too many rounds of golf — you need healthy turf to withstand the stress caused by these and many other adverse conditions.

Macro-Sorb® is an amino acid based, nutraceutical plant biostimulant that provides maximum resistance to adverse conditions by maintaining the photosynthetic activity which normally slows down during periods of stress.

The action of the amino acids stimulates the natural processes of the plant causing improved nutrient absorption and increased availability of the managing micro nutrients. By providing the same L form amino acids a plant normally produces, Macro-Sorb® helps the plant retain the vital energy it needs to sustain growth while fighting the effects of adverse conditions.



Macro-Sorb® — a true systemic... it's new... it's unique... and nothing else works quite like it!

Macro-Sorb® truly can make the difference.

"The summer of 1995 was one of the worst on record in the Mid-Atlantic region. Twenty eight consecutive days over 90° during a period of thirty straight days without rain. Talk about stress!!! We added Macro-Sorb® to our normal IPM program and experienced little or no turf loss — fairways, tees or greens. I'm convinced that Macro-Sorb® made the difference."

Geoffrey R. Blind
Golf Course Superintendent
Hillendale Country Club
Phoenix, Maryland

nutramax

LABORATORIES, INC.
AGRICULTURAL DIVISION
Baltimore, Maryland 21236

Call 1-800-925-5187 for more information.