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 the company from Malta. The Tessenderlo Group of Brussels, Belgium, has acquired the business operations of Hickson Kerley Inc., acquired the business operations of Hickson Kerley Inc., which has been known as NFAI and Trisert manufactured and marketed a wide range of liquid fertilizers, including the popular Reward brand. The acquisition is part of the company's strategy to expand its presence in the green industry market, particularly in the United States.

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-

NEW PRODUCT OF THE MONTH

The Agricultural Division of Nutriment Labo-

ratories, 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 1, amino acids whose presence greatly reduces the energy requirements a plant would normally require 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 Noteux at 1-800-925-5187. For more new products, see page 58.

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 pro-fessors, 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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St. Andrews, Gleneagles sign with Ransomes

Ransomes continues to forge exclusive purchasing relationships with some of the world’s most high-profile golf courses.

St. Andrews Links Trust has appointed Ransomes as the exclusive supplier of turf maintenance equipment and light utility vehicles for St. Andrews Links in Fife, Scotland. Under a rolling 3-year agreement, the Trust will purchase only Ransomes, Cushman and Ryan equipment to maintain the six public golf courses which form Europe’s largest golf complex. The Old Course at St. Andrews has played host to 25 Open Championships.

A similar 3-year rolling agreement has been forged between Ransomes and The Gleneagles Hotel for the exclusive supply of turf maintenance equipment and utility vehicles. Located in Perthshire, Scotland, Gleneagles was from 1987 to 1994 the venue for the Scottish Open, an event which traditionally precedes the British Open.

The exclusive agreement states that only Ransomes, Cushman and Ryan equipment will be purchased to maintain the hotel’s grounds and three championship golf courses. Additionally, Gleneagles Golf Developments, a sister company which oversees golf operations at Gleneagles, will be endorsing and recommending Ransomes products on all of the other courses they manage worldwide.

The announcement follows hard on the heels of a similar exclusive agreement made between Ransomes and The Pebble Beach Co. late last year. Signed for an initial three years, the two agreements include the option for the partnerships to be extended into the next century.

“The forging of an exclusive partnership with a second world-renowned golfing center such as Gleneagles highlights the continuing confidence being placed in Ransomes and further strengthens our leadership in the turf maintenance industry,” said Peter Wilson, group chief executive for Ransomes plc.

“The extensive product developments of recent years, and the fact that Cushman and Ryan are part of the Ransomes stable, means that the company is able to supply virtually all of our turf machinery needs,” says Jimmy Kidd, director of turfgrass management at The Gleneagles Hotel. “Add to that the solid commitment being shown by Ransomes to the golf industry and the environment, we believe that this agreement will be a major and continuing benefit to Gleneagles and its many visitors from around the world.”

Bonetti on board with Golf Ventures

Bonetti has more than 20 years experience in the industry. Prior to joining GV, for the last 17 years, he was sales manager for Liquid Ag, specializing in liquid fertilizers and fertigation.

In addition to his product management responsibilities, Bonetti also has direct sales responsibilities in the southeastern Florida counties of Broward and Dade for GV’s Turf Products line.

PREVENT
SUMMER PROBLEMS CAUSED BY WATER REPELLENCY!

UNTREATED
Summer stress conditions can prompt a rapid reduction in turf quality in tee, greens and fairways. By mid-summer, effects of extensive wilt, localized dry spot (LDS) and turf decline are evident on this untreated tee (ladies tee box). Soil cores from symptomatic areas (inset) were powdery dry, even after irrigation.

TREATED
Monthly applications of Primer (604) started in late spring on the men’s tee box (of the same hole) showed superior turf quality. Even under conditions of severe summer stress, no afternoon wilt or LDS was observed. Soil cores from treated tee (inset) were uniformly moist, indicating improved penetration, infiltration and distribution of applied water (rainfall or irrigation).

Primer
Matrix Flow Soil Surfactant
NO WATERING IN REQUIRED • WILL NOT BURN

Call 1-800-257-7797 for information about Primer, a unique new chemistry that puts an end to summer stress concerns.

GOLF COURSE NEWS

SUPPLIER BUSINESS

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“We know that Ransomes is committed to education as evidenced by their support of our Golf Asia ‘96 seminar program,” GCSAA President Bruce R. Williams said. “Our partnership with Ransomes will help GCSAA enhance these seminars for our members across the country.” Paul R. Pesci, vice president of sales and marketing for Ransomes, added: “Ransomes and GCSAA share a mutual dedication to professional development through continuing education. To that end, we are very proud to support the 1996-97 seminar program.”

More than 75 educational seminars and sessions will be offered as part of GCSAA’s 68th International Golf Course Conference and Show scheduled for Feb. 6-12, 1997, in Las Vegas.