Lesco acquires Pro-Lawn

LEVELAND — Lesco, Inc. has signed an asset purchase agreement to acquire the Pro-Lawn Division of Agway, Inc. for an undisclosed amount of cash.

Pro-Lawn is the largest regional supplier of professional turf care products serving the golf course, landscape, commercial and lawn care market in the Northeast. The division markets fertilizer, turf seed, turf protection and other specialty products in 16 states to a broad array of customers. Annual sales revenue is approximately $30 million.

said William A. Foley, chairman, president and chief executive officer of Lesco: "We believe this move strengthens our position in the strategically important Northeastern U.S. market.

Lesco, Inc. now serves more than 90,000 customers nationwide and distributes its product through its Lesco Service Centers, Lesco Stores-on-Wheels, lawn care service representatives, telemarketing and catalog sales.

Andrew Hiscock

flowtronex PSI, Amiad join forces

COLUMBUS, Ohio — Zebra mussels, fresh water clams, algae-infar ted water sources. Inspired by the golf industry's growing dependence on high quality filtration systems, pump station manufacturer Flowtronex PSI has forged a precedent-setting marketing agreement with filtration systems manufacturer Amiad Filtration Systems.

The agreement, which took effect Jan. 1, grants Flowtronex PSI world wide marketing rights to Amiad filters for the golf course industry. What that means, said Flowtronex PSI President Dave Brockway, is greater responsiveness to customer concerns.

"Until recently, we simply followed customer specifications when it came to pump station filtration," said Brockway. "But filtration emerged as a more crucial issue in the last few years due to mounting water-quality problems. Superintendents now realize that water filtration is vital to the health of their courses today and tomorrow. The Flowtronex and Amiad alliance not only provides golf course superintendents with the ability to select the most appropriate system for their needs, but it also helps us to better serve our customer's needs."
Still diversifying, Toro buys Liquid Ag

BLOOMINGTON, Minn. — The Toro Co. has formed a new business organization to foster new product lines and services. Ram Kumar, vice president, new businesses, will lead the new group.

One of the new organization’s first actions was the acquisition of two golf course industry firms. Toro has signed a letter of intent to acquire Liquid Ag Systems, a Florida-based company formed in 1973 by Max Brown, Ph.D. Liquid Ag provides customized liquid fertilizers to commercial custom applications of liquid fertilizers through existing irrigation systems.

Liquid Ag products will be marketed under Toro’s Bio Pro line of diagnostic systems, fertigation products and agronomic services. Brown will become director of agronomic services for Toro.

Toro has also signed a letter of intent to acquire Integrated Control Systems and Services (ICSS) Inc., an Abilene, Texas-based information technology management firm. ICSS had managed Toro Irrigation’s National Support Network (NSN).

Toro has formed a new customer service systems group (CSS) to manage NSN. Cynthia Love, EdD, founder of ICSS, will become director of the CSS group for Toro.

INDIANAPOLIS — DowElanco, Mycogen Corp. and The Lubrizol Corp. have signed definitive agreements for transactions through which Mycogen will acquire DowElanco’s United AgriSeeds business and DowElanco will take approximately a 46 percent equity stake in Mycogen.

San Diego-based Mycogen agreed to issue about 4.5 million shares of common stock to Indianapolis-based DowElanco in exchange for United AgriSeeds and $26.4 million in cash. In a separate transaction, DowElanco agreed to purchase all of the 9.5 million shares of Mycogen common stock owned by Cleveland-based Lubrizol, Mycogen’s largest stockholder, for $126 million. These include 3.4 million newly issued shares resulting from Lubrizol’s conversion of its 19.5 percent ownership interest in Mycogen’s seed business and a portion of Mycogen’s preferred stock. At the completion of those transactions, DowElanco will hold approximately 14 million of the 20.4 million outstanding shares of Mycogen common stock. The agreement allows DowElanco to acquire additional Mycogen common shares.

The transactions are subject to government approvals. United AgriSeeds and Mycogen Seeds will create an entity that had 1995 seed sales of more than $100 million. Mycogen consolidated sales of 10 regional brands and sold all of its seed products under the Mycogen brand for the first time in 1995. United AgriSeeds markets its products under the Lykins and Kelgen brands.

Flowtronex/Amiad

Continued from page 59

dents, contractors and consultants started seeking our advice and encouraging us to assume a more proactive role. They specifically sought our assistance in specifying, installing, and servicing filters, as well as offering personnel training for ongoing maintenance. Their inquiries brought us directly to our new agreement with A miad.

The service commitment encompasses all operational aspects. First, A miad will provide extensive filtration application training to all Flowtronex PSI sales and engineering personnel. Second, to meet field service requirements, A miad will conduct service classes for Flowtronex’s 100-plus FlowNet service network. As part of their annual FlowNet certification requirement, these technicians will be thoroughly schooled on all significant aspects of A miad filtration products over the next year — making partners A miad and Flowtronex PSI the only filter suppliers in the industry with a nationwide service chain providing local filter service capabilities.

And, according to Brockway, customer choice will be protected by the flexibility inherent in the agreement. “Any other pump manufacturer can utilize A miad filters on their equipment,” explained Brockway. “Likewise, Flowtronex PSI can put other filters on our pump stations. The difference to customers arises when both our equipment and A miad filters are utilized tandem, as we can then provide greater service both before and after the system hits the field.”

1-2-3

A Division of USA Products Corporation
3120 Weatherford Road, Independence MO

**We have been using ROOTS**” for a couple of years, and started the 1-2-3 Program in November 1994, spraying every three weeks since then. We have better rooting on our greens during spring transition than I have seen in years past. The 1-2-3 Program may not be entirely responsible for the enhanced rooting, but our overall turf quality has definitely improved since the initiation of this program.”

John Walker, Golf Course Superintendent
Weston Lakes Country Club