Emerald Isle, Bio Turf Gro sign distribution pact

ANN ARBOR, Mich. — Emerald Isle, Ltd. and Bio Turf Gro Products have signed a cooperative distribution agreement whereby Emerald Isle will distribute Bio Turf Gro’s premium line of liquid micronutrients, foliar fertilizers, natural organic supplements and granular fertilizers through its network of independent T&O distributors.

The agreement will allow Bio Turf Gro Products greater distribution of its products which utilize a new chelating technology developed by Dr. Gene W. Miller, professor emeritus of Utah State University.

According to Mark G. Grigg, president of Bio Turf Gro Products, the firm’s materials have performed beyond expectation in test markets. The products are ideal for golf course superintendents and other turf professionals who seek superior fertilizer efficacy and efficiency using environmentally responsible products.

"Emerald Isle is ideally positioned to help us dramatically expand distribution," Grigg said. "Their existing product line is largely complementary to ours, and Emerald Isle’s committed distributors are capable of explaining the unique features, advantages and benefits of Dr. Miller’s state-of-the-art chelating and complexing technologies."

Bill Middleton, President of Emerald Isle, Ltd. explained, "We’re excited about the very real potential for creating agronomic synergy and economic efficiency by combining some of our materials with theirs."

Gary T. Grigg, CGCS, vice president of Bio Turf Gro Products and immediate past president of the Golf Course Superintendents Association of America (GCSAA), said he is also pleased with the new distribution arrangements, "Because our companies share a unique philosophy of developing scientific and natural products, our combined efforts will help advance the science and art of turf maintenance," he said.

IMC TEAMS WITH GEIGER

WINTER HAVEN, Fla. — IMC Vigoro, Inc. has announced a new partnership with The Geiger Companies of Harleysville, Pa., to represent IMC Vigoro’s horticultural fertilizer products (the Woodace line) throughout the Northeast and Mid-Atlantic.

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