**SUPPLIER BUSINESS**

**NEW PRODUCT OF THE MONTH**

**EPIC LANDS USGA EDUCATIONAL VIDEO CONTRACT**

Epic, a Wisconsin-based video production and marketing services company, has been retained to provide video production services to the U.S. Golf Association as part of the project to document the association’s recommendations for putting green construction. Shot at Pinehurst Resort and Country Club and featuring architect Rees Jones (above), the educational video is tentatively titled, “How to Build a USGA Putting Green.”

In other Epic news, the firm has added writer-producer Jeff Libretto to its staff. Libretto was recently with Johnson Controls, Inc. and Jacobsen/Textron in Racine. Epic provides a complete range of creative marketing services, specializing in corporate and industrial video productions, including technical and educational videos for the golf course industry.

**MERGER PROMPTS NAME CHANGE: IMC VIGORO**

WINTER HAVEN, Fla. — Reflecting the new relationship between two giants in the fertilizer industry, Vigoro Consumer and Professional Products has changed its name to IMC Vigoro.

The IMC Vigoro name stems from the recently completed merger of IMC Global Inc. and the Vigoro Corp. IMC Vigoro Senior Vice President Kenneth Holbrook said the combined resources of the new organization will allow the company to expand more rapidly in the professional turf and horticulture markets, and in the consumer lawn and garden and ice melter markets.

“Through IMC Global, we now are affiliated with one of the world’s largest producers and marketers of major plant nutrients,” Holbrook said. “This improved access to raw materials, plus continued, significant upgrades at our eight production facilities, will allow us to serve our customers more efficiently and faster.”

IMC Vigoro product lines include Par Ex professional turf fertilizers, Woodace horticultural fertilizers and Woodscape ice melters for landscaping applications.