RohMid partnership a work in progress

American Cyanamid, Rohm & Haas optimistic Mach 2 will receive EPA approval

By Hal Phillips

PHILADELPHIA, Pa. — It’s been nearly six months since American Cyanamid Co. and Rohm & Haas Co. formed RohMid L.L.C., a marketing and sales joint venture charged with developing, registering and commercializing a new insecticide, RH-0354.

The eagerly awaited product has a name, Mach 2, and RohMid officials seem confident the federal Environmental Protection Agency (EPA) will register the product this year.

Yet the fate of grubs and soil-borne pests — the targets of Mach 2 — have taken something of a back seat, as observers of the turf and ornamental industry gauge the success of this unprecedented partnership. In a time of unmatched competition, mergers and acquisitions among multinational chemical conglomerates, can cooperation really work? What lessons are there to learn?

In search of answers, Golf Course News sought out two primary players in the partnership: Janet Giesselman, Turf and Ornamental product manager for Rohm and Haas and chair of the four-person board overseeing the joint venture; and John Thomas, PhD, manager of the RohMid project.

Golf Course News: How has the partnership worked out so far?

Janet Giesselman: It really couldn’t be better. We’re

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Solo cart leads British invasion

By Mark Leslie

SURREY, England — When John Tullis began to lose the mobility in his legs from illness, he didn’t quit golf. Along with business partner Tony Brown, he put on his inventor’s cap.

The result: A one-man golf cart that speeds up play, defies worries about soil compaction and, for the physically challenged, makes golf a viable recreation.

“Suddenly the cart is starting to move [in sales],” said Tullis from the headquarters here of his firm, CF Leisure Mobility Ltd., or A La Carts. “For years, we’ve been batting our heads against the traditional ‘no-carts’ attitude. Gradually it’s getting through to management and committees that everybody is getting older. We all have hips and knees, and why should an elderly member suddenly not be able to play the game any more?"

Tullis and Brown, who’ve been manufacturing three-

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INDUSTRY ART SUPPLIER

Pursell Technologies Chief Executive Officer David Pursell, left, and golfer Sam Snead view Pursell’s pencil drawing of Snead. Pursell presented the sketch to Snead at a recent ceremony at The Greenbrier in White Sulphur Springs, W. Va. It is expected that Barenbrug’s Research stations in New Zealand, Australia and southern Europe will be able to
develop, producing and marketing of turf and forage grasses and alfalfa. The Group comprises several affiliated companies in Europe, the USA and New Zealand/Australia. Barenbrug has research facilities all over the world. Palaversich is the leading grass seed company in Argentina.

TANGENT, Ore. — Barenbrug recently signed an agreement with Palaversich, the largest grass seed company in Argentina. Barenbrug and Palaversich will jointly develop new varieties specifically adapted for use in Argentina and Uruguay. Palaversich will obtain the exclusive marketing rights of such varieties for Argentina and Uruguay.

Both companies have very complementary research, product development and marketing capabilities in addition to a strong commitment to quality and growth.

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Redexim, Southern Green settle 2-year legal spat over Verti-Drain patent rights

KINGSTON, Pa. — Redexim Handel en Exploitatie Maatschappij B.V. and Redexim U.S.A., B.V., distributors of Verti-Drain soil aeration machines, have settled a two-year legal battle with Southern Green, Inc.

The litigation concerned Redexim's efforts to protect intellectual property rights in its patented Verti-Drain aeration equipment from perceived infringement by Southern Green. A distributor of Redexim's Verti-Drain systems between 1987 and 1993, Southern Green began in 1994 to market an aeration unit. Shortly thereafter, Redexim sent a formal demand letter advising the company to cease and desist infringing activities.

Southern Green responded by filing two separate declaratory judgment lawsuits in the U.S. District Court for the Middle District of Louisiana, which the Court later agreed to consolidate into a single suit.

Terms of the settlement call for Southern Green to pay Redexim a license fee on every "Soil Reliever" machine sold worldwide, a market that currently includes the U.S., Canada and 10 to 12 European countries. Southern Green has also agreed to pay a portion of Redexim's legal fees incurred during the lengthy litigation process.

Spokespersons from both companies called the settlement "fair" and were pleased to have reached a "friendly resolution" to the controversy.

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Canadian clay liner maker changes name

BARRIE, Ont., Canada — The board of directors of Albarrie Naue Limited, a subsidiary of National Seal Company (NSC) and the manufacturer of Bentofix Thermal Lock Geosynthetic Clay Liner (GCL) has unanimously approved a company name change from Albarrie Naue Limited to Bentofix Technologies Incorporated (BTI).

BTI is a manufacturer and supplier of geosynthetic clay liner materials to the environmental industry.

Bentofix Thermal Lock GCL is widely used in the construction of solid waste landfill liners and closures, as well as in various industrial containment applications to replace traditionally thick compacted clay liners with a higher performance yet less-expensive alternative.

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Limits placed on gray market Kubota imports

WASHINGTON, D.C. — Following a nine-day evidentiary hearing here, the Administrative Law Judge of the United States International Trade Commission issued its determination that the export, import and sale of certain Kubota gray market tractors (under 59 PTO horsepower) in the United States infringe Kubota's trademark in violation of section 337 of the Tariff Act of 1930.

The decision was issued Nov. 22, 1996.

The judge recommended that all such gray market Kubota tractors be excluded from importation and sale in the United States unless they comply with certain strict labeling requirements, a significant step in addressing the concerns raised by Kubota regarding import of gray market Kubota tractors into the United States.

Kubota officials indicated they will continue to seek an unconditional order from the commission to exclude gray market Kubota tractors from the U.S., and a final commission determination with respect to both liability and remedy will be issued in later months.