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-0345.

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

Continued on page 83
Flowtronex PSI prepared to acquire Commercial Pump

DALLAS, Texas — Flowtronex PSI and Commercial Pump have signed a letter of intent, setting the stage for Flowtronex to purchase Commercial Pump. When finalized, the newly acquired business will operate as a division of Flowtronex PSI.

"This agreement means that Commercial Pump's 15-year tradition of customer service can be assured and enhanced for the future," said Lee Dunbar, president of the Swanton, Ohio-based pump station manufacturer. "As a division of Flowtronex PSI, we will continue producing, selling and servicing pump systems from Swanton — but there will be a noticeable difference. The infusion of additional resources from Flowtronex PSI will bring a new synergy, improving services and products, energizing personnel with innovative ideas, and adding a whole new base of training options for end-users."

Explained Dave Brockway, president of Flowtronex PSI: "For us, finalizing an agreement with Commercial Pump is an important step toward advancing our goal of personalized service, especially for courses throughout the Midwest. In our industry, nothing matters more than 'being there' for our customers, at any hour, for any reason."

The new division will retain the Commercial Pump name and personnel and continue manufacturing, sales and service operations under the day-to-day management of Dunbar and Dave Talboo.

Merger results in largest U.S. ConVault firm

MCLEAN, Va. — Earthsafe Systems, Inc. and ConVault Mid-Atlantic, Inc. — licensee of ConVault, Inc. — have merged operations to form the largest ConVault marketing group in the United States with design, sales and service capability in 40 percent of the domestic market.

As part of the consolidation, ConVault Mid-Atlantic, Inc., headquartered here, will change its corporate name to Earthsafe Corp. It will continue to conduct business in its market area — Virginia, Maryland, Washington D.C., New Jersey, Pennsylvania and Delaware — as ConVault Mid-Atlantic. ConVault Midwest, LLC, to be headquartered in Chicago, will serve the Midwestern states, northern Illinois, northern Indiana, Michigan, eastern Missouri and southern Wisconsin. ConVault Northeast serves New York, Massachusetts, New Hampshire, Vermont and Maine.

Novartis

Continued from page 81

evening the 9th of February. We will have a joint presence on the floor. A brand new Novartis booth. Distributor meetings — you name it.

"We will also be sponsoring several events in association with the association. All the events sponsored by Ciba and Sandoz will now be supported by Novartis."

In the U.S. agribusiness area, certain steps preceded the complete integration of Ciba Crop Protection and some assets and business operations of Sandoz Agro, Inc., to form Novartis Crop Protection, Inc. Most important, Sandoz completed the sale of part of its corn herbicide business to BASF AG.

"It's going to be a great organization," said Hintze. "We're in the process of finalizing our team members, getting our territories accounted for. All of this information will be available at the GCSSA show.

"Certainly our product line will be one of the best in the industry. We have a lot of potential here. It's up to us to make it work."

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