

Lesco, Golfturf strike fertilizer deal

CLEVELAND, Ohio — Lesco and Golfturf have announced an agreement under which Lesco will be the primary supplier of professional turf fertilizers and grass seed to golf courses managed by Golfturf worldwide.

Lesco is one of the nation's leading manufacturers and marketers of turf-care products for the professional green industry.

Golfturf, a division of Golden Bear International, Inc., is one of the premier agronomic management and consulting firms for the maintenance and construction of nearly 90 golf courses worldwide, including 48 courses in the United States.

The following are a few of Golfturf's clients:

- Muirfield Village Golf Club

in Dublin, Ohio

- Colleton River Plantation in Hilton Head, South Carolina
- English Turn in New Orleans, Louisiana
- Hammock Creek in Palm City, Florida
- Kauai Lagoons Resort in Kauai, Hawaii

"We selected Lesco for their high quality products, broad scope of their product line, and the flexibility they offer in cus-

tom blending fertilizers to meet our needs," said Edward A. Etchells, president of Golfturf and senior vice president of Nicklaus Design, another Division of Golden Bear International, Inc. "In addition, Lesco offers a superior level of service and a knowledgeable team of technical experts that truly make a difference in our business."

William A. Foley, Lesco chairman, president and chief execu-

tive officer, added "This relationship with Golfturf is another major link to strengthening Lesco's presence in the golf market nationally and internationally. We are very excited about the agreement and look forward to serving their needs with the finest products available."

Foley noted that, with the number of golf courses under construction growing worldwide, Lesco is continually anticipating the needs of the golf market. This year, Lesco opened a new store format called the Lesco Superstore, directed primarily to that market. Three Superstores are now in operation in Myrtle Beach, Hilton Head and Pinehurst.

In addition, Lesco has recently named Chuck Hutton as director of national accounts, architects, builders and new golf course construction nationwide. Prior to joining Lesco, Hutton worked in national account sales with The Scotts Co.

Jacobsen honors N' east distributors

CHARLESTON, S.C. — S.V. Moffett of West Henrietta, N.Y., was one of three distributors honored by the Jacobsen Division of Textron with the company's Task Force Appreciation Award, recognizing superior task force efforts and participation over the past two years.

The presentations were made during Jacobsen's International Business Conference held here at Wild Dunes.

Also earning Task Force Appreciation Awards were Sawtelle Brothers, Inc. of Lawrence, Mass and G.L. Company of Gaithersburg, Md. Sawtelle President Bob Brown accepted the honor for 1996, while G.L. President Larry Cornell accepted the Task Force award for 1995-96.

Barenbrug

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velop well adapted, winter growing varieties of tall fescue and orchard grass for the fertile humid pampas around Buenos Aires.

Barenbrug and Palaversich will also pursue opportunities in the turf market. Currently the turf market is relatively small and little attention is paid to specific products for particular purposes, for example golf courses, soccer fields and parks.

Palaversich sells approximately 10 million pounds of grass and alfalfa seed annually, whereas the Barenbrug Group markets over 120 million pounds (55,000 MT) worldwide. Barenbrug is experiencing strong growth internationally especially in Argentina.

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For information, call 1-800-395-TURF. Important: Always read and follow label directions. See us at GCSAA booth #1022.

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