

Kawasaki Engine bolsters sales team

GRAND RAPIDS, Mich. — The Engine Division of Kawasaki Motors Corporation, U.S.A., has announced three personnel changes that are expected to improve customer service.

John R. Messing has been named sales manager for In-

dustrial Engines. Karen Freeman has been named sales manager for Turf Engines. And Steve Iveson has been named sales representative for Distributor and Dealer Accounts.

For further information, call 616-949-6500.

Growth necessitates a larger facility at GrassCraft

PORTLAND, Maine — Grass-Craft, Inc. has leased a new warehouse/office facility and will move all manufacturing and administration operations as of Jan. 3, 1997. The new mailing and shipping address is GrassCraft, 87 Bell Street, Portland, Maine 04103; telephone 1-800-760-1680 or 207-878-5353; fax 207-878-9109.

According to a spokesman, the new location will double the size of both manufacturing and office space. This should allow Grass-Craft to keep up with what company officials call "a grow-

ing demand" for its hovering mowers.

With 15 new dealers representing territories all over the U.S. and Canada, Grass-Craft doubled its sales volume in 1996. With this established network of dealers and the introduction of the world's only 4-cycle hover mower, Grass-Craft is planning on doubling sales again in 1997.

International sales also saw rapid growth as Grass-Craft entered several foreign markets including Taiwan, Indonesia, Guam, Vietnam, Philippines, Japan, Africa and China.

Agro-Tech 2000

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distribution, and sales channels of Agro-Tech 2000 products will remain unchanged.

Peter van Drumpt, chief executive officer of Agro-Tech 2000, emphasized the importance of the merger for its customers.

"This merger brings a potent new combination of skills and science to the market," he said. "The difference for our customers is that now a wider range of more effective natural products will be available, such as a calcined diatomaceous earth inorganic soil amendment with microbial inoculant, a microbial pond clarifier with an oxygenator included, and plant-based insecticides and fungicides, among others.

"These new products contain only naturally occurring beneficial microbes," he added. "We do not believe in genetically altered products, which may have unknown consequences over time."

The Organica research and development team is lead by Raj Mehta, whose experience in microbiology includes positions with Smith Kline Beecham, Rohm & Haas, and other chemical and pharmaceutical organizations. Mehta is responsible for developing the proprietary technology behind this new generation of biologically-active products. Supporting Mehta is a team of 17 scientific advisors and bioprocess engineers, including leading microbiologists from both the business and academic arenas.

Earth Works buy

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golf courses in the Metropolitan tri-state area with soil restoration treatments utilizing state-of-the-art Floyd McKay and Verti-Drain equipment. The addition of EW will now make the service division of RFM the largest in the Northeast.

Earth Works will continue to operate under its current name as a separate subsidiary of R.F. Morse with former owner Patrick Lucas, CGCS remaining as a consultant. For additional information, contact Canning at 508-295-1553.

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