

CETCO consolidates in Fairmount

ARLINGTON HEIGHTS, Ill. — Colloid Environment Technologies Co. (CETCO), a producer of pond and other liners, moved the manufacturing of its Bentomat line from its Villa Rica, Ga., plant to its Fairmount, Ga., facility.

"This is the consolidation

of two plants that were running individually within 100 miles of each other," said Rick Roeser, CETCO's director of marketing. Once the move is complete, CETCO said it will integrate new laminating technology, better utilize manpower and tighten inventory.

Oglebay takes Kurtz's Sports Turf

CLEVELAND — The Industrial Sands Group of Oglebay Norton Company has acquired the Sports Turf Division of Kurtz Bros., Inc. of Independence, Ohio. Oglebay Norton said it will continue to operate the division as a separate business unit under the name Kurtz SportsTurfServices,



a supplier of sand and organic blended materials to golf courses in Ohio and neighboring states, for a period of time.

According to R. Thomas Green, Jr., chairman, president and chief executive officer of Oglebay Norton, "This acquisition is important to our con-

tinuing focus on sand-related businesses as sand is a substantial component of many of the blended products sold by Kurtz SportsTurf."

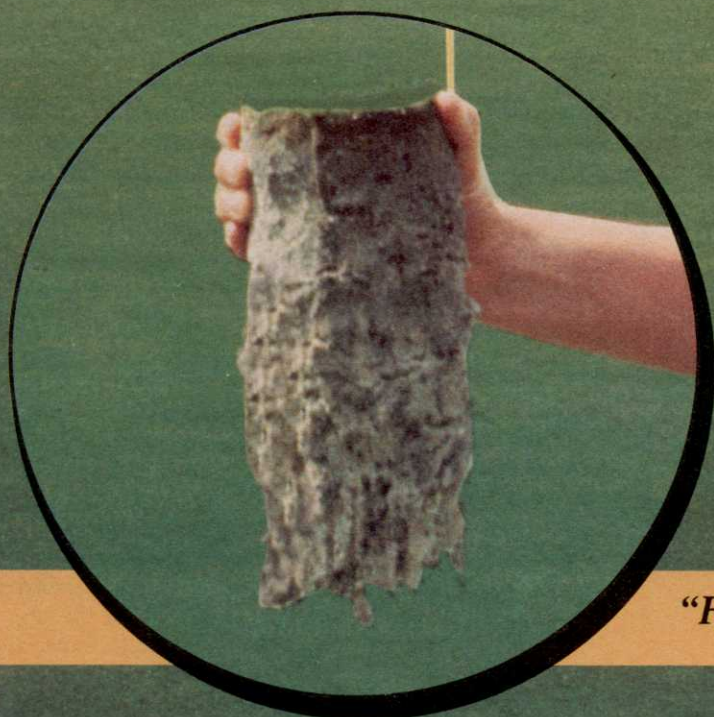
Oglebay Norton's other interests include Great Lakes marine transportation, the mining and marketing of industrial sands, and the manufacture and marketing of metallurgical products and related materials used in steelmaking.

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CIRCLE #137

Smart Rain/Irri

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"We came upon Smart Rain by accident," said Joe Carter, Irri's vice president of sales and marketing. "I sold a pumping system to the City of London's River Road Course and one of their suppliers introduced us to the technology," said Carter. "We hadn't seen anything like it before."

The Smart Rain system (see GCN Feb, page 19) is a network of 6" and 12" soil probes that sense soil conditions of an entire course in real time. Data collected include soil temp, water content and fertilizer levels at every probe location, allowing a superintendent the ability to manage a course head-by-head and water where necessary through a software module called Smart Watering.

Through Smart Rain's software package, a superintendent can see a 3D layout of every sprinkler head, as



well as color-coded turf conditions, on an office-based computer. Head-by-head watering can be controlled from there.

"We have about a dozen distributors lined up but unsigned at this point," said Jim Simonini, vice president at Smart Rain. The company started its distributor training program at the beginning of June.

According to Simonini, distribution locations are on the brink of being confirmed in Denver and Pittsburgh in the U.S. The company already has Australian and South African distributors on line.

Beta-test sites included Mount Bruno Country Club outside Montreal and Michael Hurdzan's Widow's Walk Golf Course in Scituate, Mass.

Smart Rain sensors will be ready to hit the market by July 1.

Carter hopes that Irri's initial marketing investment in the system will pay off. "We've been involved for about a year," said Carter. "We knew it was going to take some time to make some money. But we're committed and we hope to gain more distribution area in time and prove we can handle it," he said.

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