

## Rhone, Maruwa team in Japanese market

TOKYO and LYON, France-Rhone-Poulenc Agro and Maruwa Bio Chemical have agreed to establish, as of October 1, 1997, a joint venture to market agrochemicals products for the Japanese non-agricultural land and golf course markets.

The newly formed company, which will be named Unicas K.K.

and headquartered in Chiyudaku, Tokyo, will be 70 percent owned by Maruwa and 30 percent by Rhone-Poulenc Agro. Its Chairman will be Harutoshi Ohura, currently president of Maruwa, and its chief executive will be Akiya Nakamura, president of Rhone-Poulenc Yuka

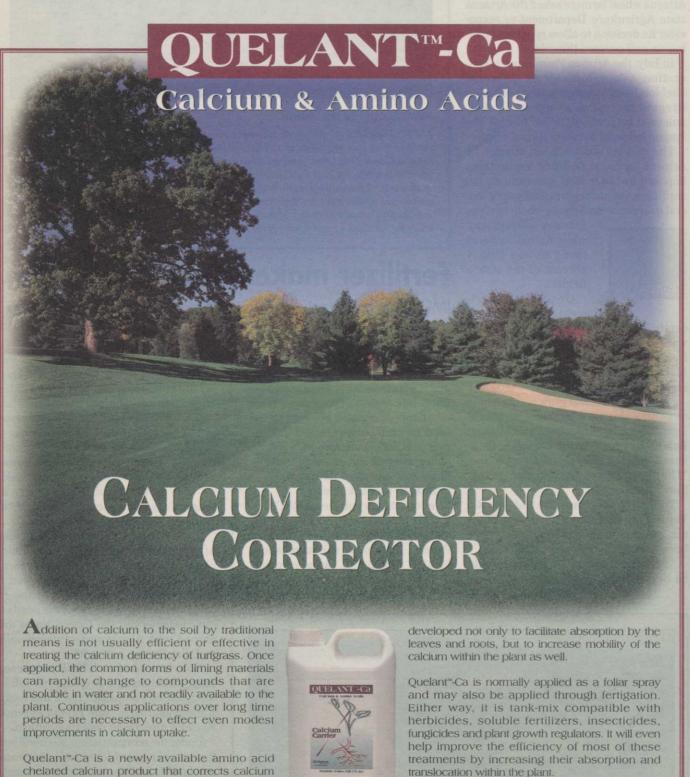
The products and the sales network of Maruwa's Green Business Department will form the core of the new joint venture. In addition, Rhone-Poulenc Yuka Agro K.K., the 50-percent owned Japanese subsidiary of Rhone- Poulenc Agro, will contribute its portfolio of amenity products to the new company.

## **HCC** makes first move in Mexico

MENDOTA, Ill. — In its first move into Latin America, HHCC Inc., the makers of Dig-It compact backhoes, has announced the appointment of Consorcio de Maquinaria S.A. de C.V as sole distributors of the Dig-It products in Mexico.

The company said that the move will give its Mexican customers better access to products, increase service and improve parts availability.

HCC is actively recruiting dealers in Central and South America to support its expansion.



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## Rohm and Haas receives registration

PHILADELPHIA - Rohm and Haas Company has received registration from the U.S. Environmental Protection Agency (EPA) for several new labels for its Dimension crabgrass preventer.

The new labeling covers both the liquid formulation that is sprayed on golf course fairways, as well as the granular formulations that are blended with professional turf fertilizers.

The company said the new EPA registrations will be of value to golf course superintendents because for the first time the Dimension use instructions provide an extensive list of landscape ornamentals that are tolerant to Dimension herbicide.

The EPA has registered the labels that contain the new use

Individual states' agencies have their own label approval processes. The company expects most states to complete this process ahead of the 1998 use season.

## LUCAS TO HEAD SEED RESEARCH'S **NEW WARM SEASON DIVISION**

CORVALLIS, Ore. - Seed Research of Oregon Inc. has named Helen Lucas, a 20-year

seed industry veteran, as manager of its new warm season grass division in Glendale, Ariz.— a division designed to



service the company's domestic and international markets.

Lucas spent nine years with Valley Seed where she was the assistant to Royce Richardson and helped coordinate the operations at three locations. Most recently, Lucas was the vice president of sales and export manager for Seeds West.

In other Seed Research news, the company has added two new bermudagrass products, the variety Primavera and the blend Primo. Both grasses were designed for establishing new golf fairways and overseeding of existing bermudagrass fairways.