

Club Car expands in Western Canada

By JOHN FARRELL

AUGUSTA, Ga. — Club Car, Inc. has expanded its Canadian operations by opening a new branch office in Calgary, Alberta, hoping to capitalize on a growing market through improved customer service and warehousing capabilities.

The manufacturer of golf cars and utility vehicles established the new branch office to manage vehicle and parts sales and service for Club Car's Western Canadian fleet

golf car customers, which was previously served by a factory direct sales office.

"Our mission for this new full-service branch is to be a more efficient parts and service provider for our distribution network in Western Canada," said James Rous, former Western Canada territory manager and recently appointed manager of the Calgary branch. "With our increased parts and service capacity, we will be able to more efficiently meet the needs of all our customers—

directly, and through our distribution."

Technically, Club Car has maintained a sales office in Calgary since 1992, but the lone-salesman-and-a-tech-rep approach fell short of meeting the needs of a growing Canadian market. In the past, most parts were routed either through Augusta or the company's Cambridge, Ontario office, which serves Eastern Canada.

"Now, with a branch in Calgary," said Ray Bentley, national sales manager-Canada, "we're able to warehouse parts, and serve the Western Canadian customer base in terms of retail and distribution."

Given the fact that Canada is starting to catch up to the United States both in terms of the number of golf courses on the drawing board for future construction as well as the number of emerging players, Bentley feels Club Car's move to add the new branch office is a significant step in the right direction.

"The approach to selling golf cars over the past few years has changed dramatically," said Bentley. "In the past, sales were more driven more towards the pros; now, it's usually the club boards who are making the buying decisions."

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Vigoro expands distribution list

WINTER HAVEN, Fla. — IMC Vigoro announced an expanded distributor agreement with Tri-State Plant Food of Dothan, Ala., to represent Vigoro's turf fertilizer products throughout the Gulf States.

The agreement calls for Tri-State Plant Food to market and sell Par ex fertilizers, containing IBDU slow release nitrogen and V-Cote controlled release nitrogen and potash, to golf course superintendents and lawn care/landscape companies.

Dennis Rich, vice president of Tri-State, will head the sales team.

"Tri-State...brings over 11 years of industry experience to our sales force," said Bill Foster, director of the professional business unit at IMC Vigoro. "This agreement will strengthen our distribution capabilities in the gulf and advance our relationship with Tri-State, who is a successful distributor of our Woodace brand products to the Nursery Industry."

Kerley begins construction in Eufala

PHOENIX, Ariz. — Tessengerlo Kerley is beginning the construction phase of a multi-product plant at its Eufala, Ala., location.

According to Jordan Burns, Kerley's president, "This plant will have the capability to produce ammonium thiosulfate (THIO-SUL) and potassium thiosulfate (KTS) and products currently in the research and development stage. The ammonium thiosulfate production from this plant will meet the company's original objective, to better supply the needs of our customer in the Southeast."

The company said its total ammonium thiosulfate and potassium thiosulfate production capabilities at Eufala will exceed 100,000 tons annually.

BECKER'S BIOPAK NOW BIOGAIN

AMES, Iowa — Becker-Underwood, Inc. has changed the name of BioPak WSP biostimulant to BioGain WSP and will continue to manufacture BioGain WSP at its facility here. "This is a product name change only, and our customers can expect the same high-quality formulation and water-soluble packaging," said Cozette Hadley, sales manager for Becker-Underwood.