AquaSO2 expands production facility, eyes future growth

By ANDREW OVERBECK

GRASS VALLEY, Calif. — AquaSO2, the exclusive manufacturing, distribution and marketing arm of the Harmon SO2 generator, has expanded its Bakersfield manufacturing facility in an effort to increase its market penetration in the United States and abroad.

While the original SO2 generator technology was intended for agricultural applications, Jim Webb, president of AquaSO2, has been installing modified generators on golf courses nationwide for the past four years. To date, 200 golf courses have installed the generators to improve soil and water conditions on their courses.

"The SO2 generator was designed to improve soil, not water," said Webb. "But soil mirrors what your water is, and on the East Coast and in the Carolinas where the business took off, you have bad water that is hurting otherwise good soil."

Webb's team assesses each course individually, performing a water and soil analysis to see what exactly is happening.

"We make four different sizes of SO2 generators and we then select the appropriate model for the course," said Webb. The SO2 generator is a stainless-steel, sulfur-burning unit that is fueled by a self-feeding hopper. A negative-pressure aspirator mixes the SO2 with water capturing 100 percent of the SO2. The water is then pumped into an irrigation pond at a rate of 180 gallons a minute at a pH of 2.5-2.8. The generator is capable of maintaining an irrigation pond at a pH of 6.5 to 6.8.

"The SO2 removes the carbonates, bicarbonates, salts and minerals from the water," said Webb. "The soil then opens up and lets water come through. It also cleans algae out of ponds, lines, heads and breaks down calcium."

Bill Shrump, superintendent at the Golf Club at Chaparral Pines and the Rim Club in Payson, Ariz., has seen an improvement since installing an SO2 generator last year. "We use 70 percent effluent and before treatment our sodium and bicarbonate levels are 500 parts per million."

LCO2 is expected to have an economic impact of more than $8 million this year for business Nov. 1, aims to quickly match buyers with sellers.

"When people are looking for units, there may be sellers that are just a few miles away from them looking to unload their golf car fleet," said Zajdman. "And here they are wasting time looking all over the country. GolfCarAuction.com will provide a central listing location."

The online auction operates just like other Internet auction sites such as eBay.com or IbiDgolf.com. GolfCarAuction.com is broken up into several product categories including, gas and electric golf carts, utility equipment, spare parts and accessories.

"At GolfCarAuction.com, we opened up Yazoo/Kees’ line of fertilizers for the turf and ornamental markets."

"The acquisition of the rights of the Nutri-Grow fertilizer products opens a door to Cleary into the fertilizer business with outstanding new technology," said Bob Alvarez, vice president, sales and marketing for Cleary Chemical Corp.

Biagi Western Turf and Ornamental is the exclusive marketer of the Nutri-Grow line of fertilizers for the turf and ornamental markets.

"The green industry is in a powerful growth phase and we intend to be the leading source for all outdoor power equipment needs," said Dave Zerfoss, president of Husqvarna Forest and Garden Co. "This acquisition creates a complete line of offerings — everything from professional trimmers to commercial lawn mowers."

Husqvarna will take over the Yazoo/Kees facility in Beatrice, Neb., which employs 100 people and did $20 million in sales in 1998.

As part of the agreement, Yazoo/Kees will continue to provide services to Husqvarna in the next 12 months in the areas of manufacturing, customer service, parts distribution and accounting. Husqvarna will continue to market the Yazoo/Kees brand through its current and existing dealer and distributor network.

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Internet auction moves golf cars online

By ANDREW OVERBECK

LOS ANGELES — Lincoln Golf Car and Leasing International, based here, has launched GolfCarAuction.com, an Internet-based online auction designed to help golf courses, golf car dealers and leasing agents dispose of fleet cars in a more efficient and expedient manner.

“One of the reasons for the creation of this company was the lack of information we faced at Lincoln when looking for golf car units," said Felix Zajdman, president of GolfCarAuction.com. "This is the best solution we found."

GolfCarAuction.com, which opened for business Nov. 1, aims to quickly match buyers with sellers.

“When people are looking for units, there may be sellers that are just a few miles away from them looking to unload their golf car fleet," said Zajdman. "And here they are wasting time looking all over the country. GolfCarAuction.com will provide a central listing location."

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Husqvarna snaps up Yazoo/Kees' turf care division

By ANDREW OVERBECK

CHARLOTTE, N.C. — In a move to become a total source provider for lawn and garden and commercial needs, Husqvarna Forest and Garden Co. has acquired the turf care assets of Jackson, Miss.-based Yazoo/Kees.

"The green industry is in a powerful growth phase and we intend to be the leading source for all outdoor power equipment needs," said Dave Zerfoss, president of Husqvarna Forest and Garden Co. "This acquisition creates a complete line of offerings — everything from professional trimmers to commercial lawn mowers."

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Redexim Charterhouse moves into new digs

PITTSFORD, Pa.— Redexim Charterhouse Inc. has moved its North American headquarters from Kingston to a new, larger facility in nearby Pittston Township. The company cited expanding U.S. sales activity as the principal reason for its move. Sales increased 25 percent in 1998 and year-to-date sales for 1999 are up an additional 28 percent over 1998 figures according to Philip Threadgold, executive vice president, Redexim Charterhouse Inc.

The new facilities include increased office space and warehousing space for equipment and parts. The new building is situated on a five-acre lot to accommodate additional future growth. Redexim’s turf management products are represented in North America by a network of 47 distributors.

AquaSO2

Continued from page 39

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Get it with a tank mix of Fore® and Chipco Allette®

Hot. Humid. Overplayed. No wonder turfgrass surrenders so easily to Brown Patch, Pythium and other diseases in the summer. To relieve the stress on greens — and on you — tank mix Fore® and Chipco Allette® fungicides.

Fore and Allette are the only patented summer stress combination. Fore gives outstanding brown patch control, so that together the two can handle the entire summer decline disease complex. Not only is disease control enhanced by the tank mix, but turf quality and playability also improve.

Turf Quality Rating

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<th>4.88D</th>
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Treatments made every 14 days; ratings taken 71 days after first treatment. Quality rating based on 1-9 scale. Numbers followed by same letters are not statistically different.

Source: Martin, Clemson University, 1996

Whether it's summer stress, algae or 14 other turf diseases, Fore belongs in every golf course's rotation. For more information on Fore or the Fore + Allette tank mix, call 1-800-987-0467 or talk to your Rohm and Haas representative.