AgrEvo, Rhone-Poulenc finalize merger, launch Aventis Environmental Science

By ANDREW OVERBECK

MONTVALE, N.J. — As the pace of mergers within the agrochemical industry continues to quicken, new corporate identities are starting to emerge. After a year of working out the details, the parent companies of AgrEvo Environmental Health and Rhone-Poulenc have created Aventis Environmental Science (AES). The new company is, for the time being, believed to be the largest global manufacturer of turf and ornamental industry pest products. AES is a separate legal entity of Aventis S.A., the life sciences merger of Hoechst and Rhone-Poulenc.

Within the golf industry, AES will be known as Chipco Professional Products (CPP) and will hold a 15-percent share of the turf and ornamental market.

According to Joshua Weeks, vice president of CPP, professional product lines from both companies will be carried forward.

"There is a remarkable lack of overlap," said Weeks. "There are a couple of areas in fungicides and one in insecticides, but for the most part it is a complete fit."

The new company will concentrate much of its efforts on research and development. The reason these mergers happen is twofold," said Weeks. "The research and development requirements and the regulatory costs that it takes to be successful in this business are substantial. By joining forces you can concentrate more dollars on research and development and there are certain synergies in terms of expertise on the regulatory side."

As a result, the new product pipeline is primed.

In the coming years, CPP will be rolling out a new turf fungicide, triticonazole, as well as an ornamental insecticide, acetamiprid. Expanded turf uses for Chipco Choice are also in the works. In the long term, CPP is working on both a transgenic turfgrass that will impart herbicide resistance and a post-emergent herbicide.

To keep the new products coming, CPP continued on page 78

Flowtronex PSI, Waterscapers team up for landmark Vegas project

By ANDREW OVERBECK

BOULDER CITY, Nev. — Even golf courses are larger than life in Las Vegas. Construction work is underway here at MGM Grand’s expansive 36-hole Cascata Golf Club that will feature an irrigation system that will pump 2 million gallons each day. Combining electronics with telematics, Flowtronex PSI will be able to monitor the course systems’ water usage from the company’s Dallas headquarters.

To keep the new products coming, CPP continued on page 78

Deere, Toro tangle over aerator patent

By ANDREW OVERBECK

MOLINE, Ill. — Deere and Co. has filed a lawsuit in U.S. District Court in Peoria against Minneapolis-based Toro Co. alleging that the company’s line of ProCore aerators directly infringe upon Deere’s patented aeration technology. The suit also names Bettendorf, Iowa-based Toro distributor, Tri State Turf and Irrigation.

"The lawsuit has been in the works for awhile," said Deere spokesman Mike Scarletta. "It refers to a specific type of aeration technology that we have a patent on."

According to the complaint filed by Deere: "Acts of infringement of the patent by Toro and Tri State were undertaken with actual knowledge of the patent and in complete disregard of Deere’s rights."

Deere is seeking damages and legal fees as well as a ruling that would force Toro to cease and desist both distribution of the dis...
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Always.

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Always.

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