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Simplex additions
Continued from page 31
hold on to that," said Whitacre. "In
Phoenix integration is beginning
already. And in Kentucky, we are
all around it, so that will be one that
we will be developing consolidation
plans for."

On the turfgrass side, Simplex
T&H has picked up hot-selling L-93
creeping bentgrass, Southshore
creeping bentgrass, Jamestown II
chemwings fescue, and Jugar 3 turf-
type tall fescue. The company now
has all the distribution facilities,
growing contracts, germ plasm and
related genetic research for these
turfgrass varieties.

These new assets are already
being integrated, said Whitacre.
"We were very strategic with the
assets that we purchased. They are
complimentary to our existing vari-
eties," he said. "We were putting
business plans together around
these varieties 90 days ago."

According to Whitacre, these va-
eties will be available through in-
derpendent seed companies and dis-
tributors as well as through Simplex
Partners. "We will hit the market in
a number of different channels," he
said. "There are some market
niches where we'll need more than
two points of access."

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