

KANSAS CITY, Mo. — Bayer Corp. has reorganized its corporate staff and changed the name of its professional products division.

"We have increased our focus on this sector of our business because it is the largest market for Bayer in the United States," said communications manager Renee Holmes.

The division, formerly known as Bayer Garden & Professional

Bayer refocuses on professional care market

Care, is now simply called Bayer Professional Care.

"We think of our target audience as professional service providers and professional end users," Holmes said. "But when you throw in 'garden' then a lot of people think of that as the consumer side."

ADDING PRODUCTS AND PEOPLE

In addition to the name change, Bayer has added Michael Daly to manage the turf and ornamental brands. Daly, formerly with Novartis, was involved in the launch of that company's Compass strobilurin fungicide. Bayer acquired the rights to Compass last fall as a result of Novartis' merger with

AstraZeneca.

Bayer has also made changes in the field. Neil Cleveland, former turf and ornamental brand manager, now serves as sales manager for the East Coast. Mike Ruizzo will cover the West and Rich Burns will be responsible for Florida.

New products are also on the

PROFESSIONAL CARE PRODUCTS

Merit insecticide
Bayleton fungicide
Dylox grub control
Compass fungicide
Tempo GC insecticide

horizon, said Holmes. "In addition to Compass, we are looking to grow the market with new products," she said.

— Andrew Overbeck

Riverdale nets two herbicides

BURR RIDGE, Ill. — Riverdale, a subsidiary of Nufarm Inc., has been granted marketing and subregistration rights for Formula 40 herbicide and Esteron 99 Concentrate branded herbicide products by Dow AgroSciences.

The products, which are manufactured by Dow, will be marketed into the industrial vegetation and turf markets. While this is a new agreement between the two companies, these products are established brands in their market segments.

Esteron 99 Concentrate provides control of weeds and dependable performance under adverse weather conditions. Formula 40 is a low odor amine formulation that can be easily mixed with other products.

Both products are formulations of 2,4-D and provide performance in a wide variety of uses.

Yamaha

Continued from previous page

during a period of growth. "We are building a new manufacturing facility dedicated to golf cars," said the new executive. "We expect that to open in June 2002."

Product development will also consume much of his time.

"There has not been much new in a while," Szarowicz said. "We are looking at some new ways of doing business and some new models that are still in the design phase. We are always trying to do things more efficiently and environmentally correct in both the end product and the manufacturing process."

RE-ESTABLISHING THE BRAND

Szarowicz will put effort into re-establishing the Yamaha brand.

"We need to focus on good customer relationships and try to make everyone in the supply channel more of a partner in our group," he said.

Leasing will also continue to be a focus for the company as it creates custom leasing deals and builds its service and reconditioning programs. "We own our own leasing company," said Szarowicz. "We have a lot of flexibility to meet the needs of an existing or new golf course." ■

GOLF COURSE NEWS

Tools of the Trade

The advertisement features a central photograph of a golf course with trees in autumn. In the foreground, various Nutramax products are displayed: a large blue drum of QUELANT-Ca, several white jugs of QUELANT-K, red jugs of MACRO-SORB radicular, and green jugs of MACRO-SORB foliar. Some products are in boxes. To the left and right of the products are golf course maintenance tools, including rakes and hoses. At the bottom, there is a list of product uses and contact information.

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