PARCER APPOINTS CRAMER

Reedsburg, Wis. — Columbia ParCar Corp. has appointed Duke Cramer to regional sales manager in the Midwestern states of Wisconsin, Minnesota, Iowa and northern Illinois. Duke Cramer will be responsible for Columbia ParCar’s fleet and individual golf car sales as well as sales of their new Neighborhood Electric Vehicle (NEV) product line. Cramer has been with the company almost since it’s inception in 1984. Previous to his new assignment, he was the company’s production manager and east coast regional sales manager.

PAR AIDE ACQUIRES ACCUFORM BRAND

ST. PAUL, Minn. — Par Aide Products Co. has acquired the Accuform brand of golf course bunker rakes from Midwest Rake Co. LLC of Warsaw, Ind. “Accuform, with the introduction of their short time bunker rake design in 1988, literally changed the look and function of bunker rakes in the industry,” said Steve Garske, president of Par Aide. “This acquisition provides Par Aide with a full line of Accuform branded maintenance tools for our superintendent customers.”

Midwest Rake is a leading manufacturer of high quality tools for turf maintenance, as well as epoxy, cement and asphalt coating applications.

LOFTS NAMES RUSHE, EVERHART

MADISON, Ga. — Loft’s Seed, a division of Pennington Seed has appointed Scott Rushe and Jeffrey Everhart as turfgrass sales managers. The company will start with the reorganization of its two northern divisions. The Great Lakes and Midwest divisions will be consolidated to form the Great Lakes division leader Russ Mitchell will take on the responsibilities of the newly created

Toro locks up Disney World deal

ORLANDO, Fla. — The Toro Co. has scored a major coup in terms of sales and visibility by locking up an exclusive deal with Walt Disney World, the most popular vacation destination on earth.

The agreement covers all facilities at Disney World, from theme parks and hotel grounds to the five golf courses on site. Landscapes within the resort are equipped to some 3,000 football fields and are cared for by a staff of 650 horticulture and landscape professionals.

As part of the deal, new Toro irrigation systems will be installed this year. The Magnolia Course will be completely renovated this spring, including installation of a brand new irrigation system. The Palm Course will undergo renovation later this year.

AGROTAIN Int’l ready with UMAXX technology

DALLAS, Texas — Lange-Stegmann Co. has launched AGROTAIN International, a new subsidiary that will manage the sales and developments of the Agrico Turf II and Super U products that the company acquired last July from IC Agrico.

The company’s UMAXX urea nitrogen product will be marketed to turf professionals. UMAXX contains a urease inhibitor that prevents volatilization into the atmosphere for 14 days and a nitrification inhibitor that stops the conversion of ammoniacal nitrogen to nitrate nitrogen for up to 16 weeks. The chemistry maximizes urea nitrogen efficiency by virtually eliminating the risk of nitrogen loss to the environment.

“The stabilized nitrogen prevents volatilization and nitrification protecting the environment from potentially harmful nitrogen losses and provides plants with ammoniacal nitrogen for 12 to 16 weeks,” said Alan Nee, vice president of turf and ornamental sales for Agroint International. “Extending the life of urea nitrogen also means fewer applications and less expense per acre. It is one of the best performing, most economical nitrogen sources available to the turf industry.”

Simple Turf and Horticulture will be the primary marketer of UMAXX, although it is a non-exclusive agreement. “We are still in the early stages as far as distribution is concerned,” said Michael Stegmann, who sold Lange-Stegmann’s specialty products division to Simplot last September.

The UMAXX technology will be marketed to the Lange-Stegmann customer base that Simplot now serves as a result of that acquisition, and through Simplot Partners in selected areas. The new ingredient will be formulated into select products under Simplot’s BEST and Lange fertilizer brands.

Pennington enters Chinese market

MADISON, Ga. — Pennington Seed has signed an exclusive distribution agreement with Beijing-based China Turf and Forage Co. for Plantation turf-type tall fescue in China. Under the terms of the agreement, China Turf and Forage will promote and market Plantation to the growing Chinese turf market.

“China is one of the last growth markets in the world,” said Dave Holman, director of international sales for Pennington. “The privatization of the seed industry and the growing interest in both turf products and erosion control and stabilization provides a lot of opportunity for grass seed in China.”

China currently imports 4,000 tons of seed per year from Oregon alone, said Holman. “It could eventually grow to five or six times that,” he said.

According to Holman, Pennington will be evaluating other turf seed for export to China and expects to have another three to four varieties in China in the next couple of years.