**BRIEFS**

**PARCAR 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. 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.

**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.

**LOFTS NAMES RUSHE, EVERHART**

MADISON, Ga. — Lofts Seed, a division of Pennington Seed has appointed Scott Rushe and Jeffrey Everhart as... professional turfgrass varieties through a network of professional turfgrass distributors in the United States.

**EWING OPENS ODESSA BRANCH**

PHOENIX, Ariz. — Ewing Irrigation Products has opened its 89th branch location in Odessa, Texas. Paula Holguin, who has more than 15 years for industry experience, will manage the new branch.

**AGROTAINT Int'l ready with UMAXX technology**

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

**UHS set to expand business**

DALLAS, Texas — Following a year that saw profits surge 18 percent, United Horticultural Supply (UHS) is primed to... with Beijing-based China Turf and Forage Technology Co., Ltd. Under the terms of the agreement, China Turf and Forage will promote and market Plantation to the growing Chinese turf market.

**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.

**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 market Plantation to the growing Chinese turf market.

**ONLINE TOOLS**

Distributors also have a new online ordering tool at their disposal. The system, which was rolled out March 1, allows distributors to order products directly from the company's Web site. Once an order is sent, the distributor receives... the newly created sales and marketing teams.

**UHS SALES GROWTH (IN MILLIONS)**

FY03 FY04 FY05 FY06 FY07

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Profile purchases Wood Recycling

BUFFALO GROVE, Ill. — Profile Products LLC has purchased the hydraulic mulch business of Wood Recycling Inc., the manufacturer of Re-Fiber and Hydroblanket brand products. "Profile has distributed Re-Fiber products for several years so this is a natural fit for us," said Mark Lewry, president of Profile Products. Re-Fiber wood-based mulching products rapidly absorb moisture to create homogeneous slurry in hydraulic mulching equipment.

Simpplot Partners adds facilities out west

SAN DIEGO — Simplot Partners has acquired the U.S. operations of Vancouver, B.C.-based distribution company Evergro.

Evergro's three U.S. locations will enable Simplot Partners to better serve customers in the Pacific Northwest, said vice president and general manager Nick Spardy. "We have 22 sales and distribution centers in the West, Midwest and East," he said. "This acquisition allows us to increase our focus on marketing to turf and horticultural customers in the Pacific Northwest."

Simplot will continue to distribute turf and ornamental products to its customers in western Canada.

ON THE MOVE IN CALIFORNIA

In addition to the Evergro acquisition, Simplot Partners has also taken over Turf Solutions, based in Oxnard, Calif. The distribution center has custom blending capabilities of more than 50,000 pounds of production per day, as well as a separate blender for specialty grasses, such as bentgrass or Bermudagrass blends.

Michael Sommer, general manager and senior turf consultant for Turf Solutions, will join the Simplot Partners as a seed specialist.

UHS rolling

Continued from page 37

technical services position.

Personnel, not market conditions, drove the decision, according to Boehm. "We had the opportunity and the personnel in place," he said. "They [Flynn and Mitchell] wanted to do it."

UHS TO TRIPLE SEED BUSINESS

UHS entered the seed business earlier this year with the creation of United Seed Production and plans a full-scale rollout of its national seed program this year.

"We intend to triple our seed business," said Boehm. "We believe that we have the best product line-up in the business." Varieties on offer include Palmer III perennial ryegrass, Crenshaw creeping bentgrass, Apollo Kentucky bluegrass and Shenandoah II tall fescue.

DIVISION GOALS

The new Central division endeavors to double its golf business in the coming year and open a new Chicago office. "We will also centralize purchasing and streamline the product mix," said Flynn.

The Western division will also be working to build market share, said manager Mike Thurlow. "We grew 20 percent last year, and had $70 million in sales, which is 40 percent of UHS's business," he said. "We will work this year to establish signature brands and the seed line and take advantage of the weak competition." The division also will look to add facilities in Sacramento and San Francisco.

After spending a year investing in facilities, the Southern division is also looking to grow the new seed business. "We want to grow sales 30 percent and double our seed business," said manager Steve Jackson. In order to meet these goals, Jackson will be adding staff in Houston, Austin, Tampa and Memphis and adding capacity in Oklahoma City and Memphis.

GOLF COURSE NEWS