

Dow joins Bayer's Accolades program

DALLAS, Texas — Dow AgroSciences has teamed up with Bayer Professional Care to include portions of its product line in Bayer's Accolades rewards program.

The alliance, which is purely a marketing agreement between the two companies, will increase the benefit of the rewards program by

allowing professionals who purchase products from both companies to accumulate points faster and earn rewards sooner.

It also allows Dow to have access to a rewards program without spending time and money developing its own system.

"Bayer has invested a lot of money to create a database to

gather information about golf courses and superintendents and their culture practices and how they go about managing their businesses. That information has value to us," said Scott Eicher, senior product marketing manager for Dow Agrosciences. "Rather than starting from scratch and building a new pro-

gram, we decided to join up with someone who has already started down that path."

Dow products in the Accolades program include Conserve, Confront, Lontrel, Gallery 75 DF, Snapshot 2.5 HG, Surflan, Team and Team Pro.

— Staff reports



Deere Turf nets ISO 9000

RALEIGH, N.C. — After an 18-month qualifying process, the John Deere Turf Care facility here received ISO 9000 certification.

ISO 9000 standards for manufacturing facilities cover multiple elements, from paperwork and tracking systems to parts inventory and the assembly process.

"ISO certification ensures the repeatability of product and process quality with an emphasis on continuous improvements to support genuine value for stakeholders," said Michael Rebilas, quality manager at the Turf Care facility.

Turf Care officials said they are preparing a project plan to upgrade the current certification to ISO 9000:2000. John Deere Turf Care has been manufacturing golf and turf equipment since July 1997.

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Continued from page 37

e-mail confirmation.

"This allows them to place orders 24 hours a day," said marketing manager Michael Bandy. "It is convenient, increases accuracy and is easier to use."

Online support for end users has also been improved, according to Handel. A portion of the company's site has been enhanced to provide specific information on professional turf products. The section includes seasonal tips, technical reports, industry links and product information, in addition to contacts for technical representatives and distributors.

While these Internet services are aimed squarely at product support, e-commerce initiatives are being evaluated. "We are interested in how the Internet and e-commerce will evolve," said Handel. "We are looking at it."

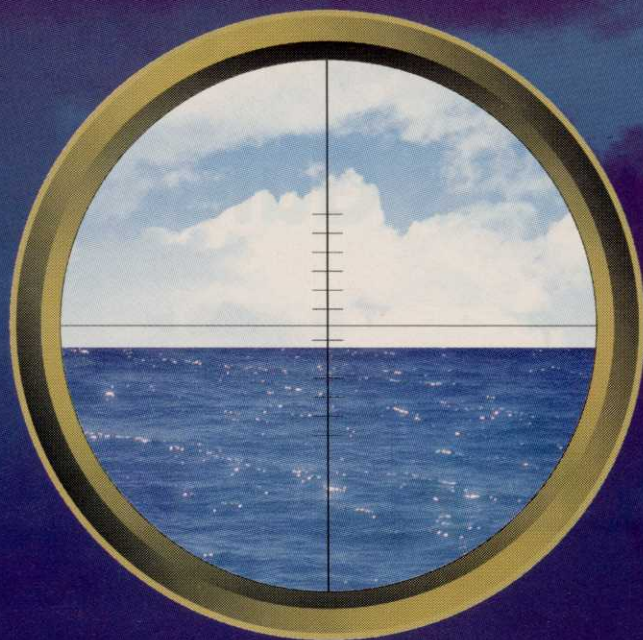
NEW PRODUCT DEVELOPMENT

In addition to working to improve the efficacy of current molecules, the company is set to unveil new products in the next couple years. According to Handel, controlled release technology promises to be the company's focus on the new products side.

The Anderson's newest product, Fertilizer plus Talstar is one example. The new formulation combines slow release fertilizer ingredients and turf insecticide in a granular product. The product allows superintendents to control certain pests while making a fertilizer application.

"We are going to keep making changes and look to acquire new technology," said Handel. "We have \$1 billion of resources behind us." ■

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