

Simplot 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."

Evergro will continue to dis-

tribute 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 seed 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.

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.

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



Reelcraft is there.



Cut-away of Reelcraft's Underground DGM Syringing System.

Patent Pending

Reelcraft is everywhere.

But don't expect to see it on your approach.

Introducing Reelcraft's Direct Underground Maintenance Retractable Hose Reel System, or DGM, which is specifically designed for syringing golf course greens. The DGM system features a 75-foot, 3/4" I.D. retractable water hose installed underground at each green. The system enables the superintendent to quickly and easily syringe the green when necessary and to just as quickly retract the hose

out of the way—and out of sight—when finished.

The DGM system allows for a quick response in urgent situations such as extreme heat stress or dry conditions, while preserving the quality of the golf course by reducing turf wear and tear from driving carts and dragging hoses. In addition, hand watering allows for a more even and isolated watering distribution on the green.

So, if your greens are giving you the blues, get back on par with the Reelcraft DGM watering system.

Reelcraft Industries, Inc. 2842 E. Business 30, P.O. Box 248, Columbia City, IN 46725-0248 U.S.A.
Phone: (800) 444-3134 Fax: (800) 444-4587 www.reelcraft.com • e-mail: reelcraft@reelcraft.com

