**SUPPLIER BUSINESS**

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**BRIEFS**

**BASF APPOINTS HUHN**

RESEARCH TRiangle PARK, N.C. — BASF has appointed Ted Huhn to the post of senior sales representative for the company's turf and ornamental group. Huhn will be responsible for sales in the Northeast. He previously held sales positions with Imperial Chemical Industries and Sandoz.

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**TORO NAMES FORD TO VP POST**

BLOOMINGTON, Minn. — The Toro Co. has named Tim Ford vice president and general manager of its Commercial Division. Ford will oversee all aspects of product development, sales, marketing, service and manufacturing of golf and grounds maintenance products. Prior to joining Toro, Ford was vice president and general manager of Honeywell's Home and Building Controls.

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**GASPERINI JOINS RISE**

WASHINGTON — Frank Gasperini has joined RISE (Responsible Industry for a Sound Environment) as the new director of state issues. His responsibilities include overseeing state and local regulatory and legislative issues for the association. Gasperini has been in the agricultural and specialty crop protection/pesticide business since 1975. He has experience in a variety of roles ranging from sales and marketing to environmental issues with DuPont, Gowan, Lesco and Van Waters & Rogers. In addition, he has served on a number of committees and work groups for RISE and the American Crop Protection Association and is a past chair of the RISE Issues Committee.

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**Flowtronex forms alliance with AQUA SO₂**

**Agreement completes company's IWM division**

By ANDREW OVERBECK

DALLAS — Flowtronex PSI has rounded out its new Integrated Water Management division by forging an exclusive marketing alliance with Aqua SO₂.

The California firm, which manufactures SO₂ generators that control the pH and bicarbonate levels in the water supply, is the final piece of quality as much as water quantity," said Tom Male, director of sales. "Water is becoming a scarce resource and quality is becoming a huge issue. Irrigating with quality water increases turf health while decreasing water and energy consumption."  

INTEGRATED SYSTEM

Flowtronex will now be able to offer all of these add-on components with integrated central controls and single source accountability. "The equipment will all be integrated on the central computer which will allow it to be controlled and monitored remotely," said Male.

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**Simpplot Partners ends affiliation with financially troubled Eco Soil**

SAN DIEGO — The J.R. Simplot Co. has completed its acquisition of Eco Soil System's Turf Partners. Simplot, which has been operating the unit as Simplot Partners since July 2000, concluded its affiliation with the financially troubled Eco Soil in late September with the purchase of a group of specialty products.

The line of forty products include soil surfactants, wetting agents, spray dye indicators, foliar nutrients, biostimulants, spray adjuvants, and tank cleaners.

"This is a significant acquisition for Simplot Partners and our customers," said Nick Spardy, vice president and general manager. "We have been the exclusive distributor of these products for some time, and now we can offer greatly improved service in terms of delivery and availability."

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**Syngenta rolls out greencastonline.com**

GREENSBORO, N.C. — Syngenta Professional Products has officially unveiled Pest Outdoors, its online insect and disease prediction service. The Web site, which was demonstrated at the GCSAA Show in Dallas (GCN April 2001) is one of the first components under the company's GreenCast brand that has created to offer customers a range of value-added information and technology services.

Located at www.greencastonline.com, Pest Outdoors is a proprietary service available only to Syngenta customers. It was developed in partnership with Pest Forecasting Group and top university researchers. Using weather data from the National Oceanographic Atmospheric Administration, biological data and pest models, the service identifies weekly climatic conditions that favor outbreaks of a variety of diseases and insects. "We think that by putting the best, most up-to-date information in the end user's hands, we can make their jobs easier and allows them to be better manage their resources," said golf market manager Dr. Joe DiPaola.

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**PBI Gordon ready with new SpeedZone herbicide**

By ANDREW OVERBECK

KANSAS CITY, Mo. — In the face of its recall of Bensumec 4LF, PBI Gordon Corp. is pressing on with the introduction of a brand new selective broadleaf herbicide that is both fast acting and effective in cool weather conditions.

While carfentrazone has long been used in agricultural markets, PBI Gordon has purchased the turf and ornamental rights to the chemical from FMC. The company recently received registration from the Environmental Protection Agency and will introduce the product under the SpeedZone brand name for the 2002 season.

"When combined with phosphates, carfentrazone brings new attributes to weed control," said Bill Brocker, vice president of marketing. "It works extremely well in cool weather, below 50 degrees, and it is fast. There are visible results in 24 hours and you have completely dead, dry, shriveled weeds in three to seven days. "This puts us in a unique position in the market," he continued. "It can be used very early in the spring and very late in the fall to control weeds when they are germinating."

According to Doug O'Beirman, the turf and ornamental marketing manager, SpeedZone and its allied formulas have a lower level of active ingredient than other products on the market. "It has a lower impact," he said. "That has helped us get it through the EPA registration process faster." He also noted that the product, which is rain-fast in just three hours, will carry a "caution" label instead of a "danger" label.

While studies show that SpeedZone is very effective against hard to kill broadleaf weeds like ground ivy, white clover and spurge, the company is still testing the product's safety on bentgrass greens.

"SpeedZone will be perfect for use in fairways and markets as well," Brocker said.

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**Somme products**

**SOME OF THE PRODUCTS ACQUIRED BY SIMPLOT:**

- 6 IRON PLUS FERTILIZER
- BRILLIANCE AND RELY 11
- TRIDENT BIOSTIMULANT
- WETTING AGENTS

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**Bill Brocker**

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**Doug O'Beirman**

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**Flowtronex's effort to provide add-on components that optimize water quality. The Integrated Water Management division (GCN Sept. 2001) will combine fertigation, pH control and filtration into a single intelligent system.** "We need to focus on water quality as much as water quantity," said Tom Male, director of sales. "Water is becoming a scarce resource and quality is becoming a huge issue. Irrigating with quality water increases turf health while decreasing water and energy consumption."
AQUA SO₂ looks to grow in golf market

GRASS VALLEY, Calif. — AQUA SO₂, a manufacturer of sulfur burners that control water pH and improve soil health, is set to gain national exposure in the golf market following its alliance with pump station manufacturer Flowtronex. Even before the agreement, however, the small company had been growing steadily. It recently installed a system at the Old Course in St. Andrews, Scotland and added two high-profile technical advisors to its staff. George Frye, former superintendent at the Ocean Course in Kiawah Island, S.C. has joined the staff as the vice president for East Coast operations and Carl King, former superintendent at La Quinta Country Club, is handling sales in southern California. According to company president Jim Webb, the company is also working to add a soil management injector that would provide calcium, gypsum and other soil amendments through the irrigation system.

Flowtronex
Continued from previous page

According to national sales manager Allen Olson, single source accountability will further streamline the process. "Contractors were adding these systems after the fact and messing with the flow sensors," he said. "So we were getting involved anyway. Now we can control the system and modify it before it hits the field. It will simplify the operation."

The system will arrive at courses as one unit and will be installed and serviced by Flowtronex’s national dealer network. Flowtronex produces the filtration and fertigation systems and AQUA SO₂ will ship its units to Dallas from its manufacturing facility in Bakersfield, Calif.

Flowtronex will be tweaking the SO₂ system to automate it and improve the pH sensing devices so that they can be controlled remotely.

"This is going to tie in really well with the golf market," said AQUA SO₂’s president Jim Webb. "We will improve our automation and pH control and will work closely with Flowtronex and their dealer networks as a technical advisor."

The add-on units will increase the cost of a pump station. The SO₂ system will cost $15,000 to $25,000 and the Nutrifeed fertigation system will cost $8,000 to $16,000.

MORE TO COME

Going forward, Flowtronex will look to increase control and monitoring capabilities of the systems. “For example, we are looking at controlling oxygen and salt content,” said Male. "Looking at the future, there will be more than just these three devices."

For now, however, Male is bullish about attacking the market with the newly bundled technology. "The largest potential market is the existing courses," he said. "There are more than 10,000 courses that have problems that this system could solve."

GOLF COURSE NEWS

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