**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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**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 chemistry 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.

“Bill Brocker, vice president of marketing, said 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 Obermann, 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 mentions 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 greens,” Brocker said.

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**Syngenta rolls out greencastonline.com**

GREENSBORO, N.C. — Syngenta Professional Products has officially unveiled Pest Outlooks, 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 Outlooks 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 and Atmospheric Administration, biological and pest models, the service identifies weekly climate 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 better manage their resources,” said golf market manager Dr. Joe DiPaola.
Griffin registers TranXit

Griffin L.L.C. has registered TranXit, a herbicide that is safe for use on several varieties of warm-season turf and is ideal for removal of overseeded turf during the spring transition period. It contains the active ingredient rimsulfuron that has both pre- and post-emergence activity.

TranXit is highly effective in controlling Poa annua plus a wide variety of other grasses and broadleaf weeds with no adverse impact on most warm season turf. University research has shown TranXit to consistently deliver over 95 percent control of Poa annua. Turf managers can utilize TranXit to clean-up Poa annua infestations in dormant Bermudagrass with no fear of delayed green-up or burn-back of existing turf.

Likewise, spring applications four weeks prior to desired date of overseed removal, will create the ideal environment for rapid Bermudagrass green-up. Applications 10 to 14 days prior to overseeding will eliminate existing Poa annua infestations and provide preventive control of Poa annua for up to six months, resulting in a more successful establishment of weed-free ryegrasses and Poa trivialis.

TranXit will be available in a dry flowable formulation through select turf distributors.

Bayer to acquire Aventis CropScience

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company. Bayer, on the other hand, has greatly increased its crop protection, biotechnology and seed business and will become a top player in the market once the deal closes.

"Disacquisition again evidences our strategy of investing for the long term in core businesses and growth markets," said Dr. Manfred Schneider, chairman of the board of management for Bayer, in a statement.

The company will create a separate business unit, Bayer CropScience that will be headed by Dr. Jochen Wulff and located in Monheim, Germany. Both companies will continue to be managed and run as separate business entities until the deal is completed.

THE TURF AND ORNAMENTAL IMPACT

What impact will this acquisition have on the turf and ornamental market?

At this point it is difficult to say, according to Jennifer Remsburg, the turf and ornamental market manager for Bayer Professional Care.

However, if regulators approve the deal, Bayer would add significantly to its turf and ornamental product line. Aventis CropScience, through its Chipco Professional Products division of Aventis Environmental Science, markets a wide range of fungicides, insecticides and herbicides. With the acquisition, Bayer Professional Care would become a major force in the golf market (see product listings above).

In the meantime, both companies will have to win approval from regulatory authorities. The acquisition is scheduled to be completed during the first quarter of 2002.

SpeedZone

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roughs," said Brocker, "Superintendents will appreciate how quickly weeds disappear from turf."

SpeedZone will be launched at the 2002 GCSEGA Show and be available for the 2002 season. The new herbicide, however, may force PBI Gordon to shuffle its product lineup.

"We will let the market decide whether this will replace one of our older herbicides," Brocker said. "This is going to be a top-end herbicide, but it is possible that it could replace the sales of some of our other products."