



## BRIEFS

### CHIPCO ADDS TWO SALES REPS

MONTVALE, N.J. — Chipco Professional Products has appointed two new sales representatives. Trey Warnock will serve the markets in western North Carolina, western Virginia and eastern Tennessee. Travis Klosterboer will handle the southern Texas territory for the company. Both will be responsible for supporting distributor partner efforts, providing customers with market information and developing new business.



Trey Warnock



Travis Klosterboer

### SIMPLIOT T&H NAMES FRANZEN

BOISE, Idaho — Simplot Turf and Horticulture has named Steve Franzen to the post of western region director of sales for its fertilizer division. Franzen's responsibilities will include planning, organization, sales supervision and coordination of all activities for the region. Previously, Franzen served as a BEST Professional Products area manager for northern California.



Steve Franzen

### AVENDRA LLC BUILDS STAFF

ROCKVILLE, Md. — Avendra LLC has augmented its staff as it begins to target its broad range of procurement services for the golf and business club market. The company has named John Maier vice president of sales to lead the Golf and Business Club Division. Prior to joining Avendra, Maier was vice president for Professional Golf Commerce. In addition, Mark Thrush has joined Avendra as the director of strategic contracting for club, retail and grounds maintenance. Thrush has more than ten years golf and retail experience, most of which was spent at the Pebble Beach Co.



## Flowtronex targets water quality management with new division

By ANDREW OVERBECK

DALLAS — Flowtronex PSI has rolled out a new line of fertigation products that will be part of its long-term goal of building a water quality management division.

"The idea is to capitalize on Flowtronex's success in the water quantity business," said Allen Olson, the national sales manager that will head up the new efforts. "In addition to fertigation, we are going to develop a water quality management program that will help superintendents and management companies make agronomic decisions based on water quality readings."



Allen Olson

The new system will be built in Dallas and marketed to customers in the United States, Canada and Mexico. Previously, Flowtronex was marketing fertigation products manufactured by Turf Feeding Systems. With the move, the company becomes the first pump station manufacturer to integrate a fertigation system into its product line.

"We have the advantage over a market that is still made up of regional players," Olson said. "We have a network of national service people and can support the pump station and other equipment that we are putting with it. It gives us the single source accountability that superintendents want."

### SYSTEM IN DEVELOPMENT

Flowtronex will introduce the fertigation component Sept. 1.

"Fertigation will be the first step because it is the easiest," said Olson. "Our eventual goal will be to be able to read different parameters in the incoming water stream such as salt and pH. That will all be on a central-control operating system that will enable the superintendent to adjust the fertility program through the irrigation system from the desktop in his office."

According to Olson, Flowtronex will be looking to partner with other companies to deliver other products. The additional water quality components and remote interface are due to be rolled out in early 2002.

### MARKET GROWTH

Fertigation and water quality management  
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## Golf Ventures to distribute WinterStar

HUBBARD, Ore. — Turf-Seed has struck an exclusive arrangement with Golf Ventures to distribute and market its Winterstar *Poa trivialis* in Florida.

"We are pleased to be associated with Golf Ventures on an exclusive basis," said Turf-Seed CEO Gordon Zielinski. "We have developed a full line of overseeding mixtures for them and look forward to a long relationship."

Winterstar, a recent release from Turf-Seed, has a deep green color with im-

proved density and texture that allows a rapid spring transition in the southern overseeding markets. It can be seeded as a monostand or blended with turf-type perennial ryegrass or creeping bentgrass for niche overseeding mixtures. It will also tolerate mowing heights from one-eighth to one-tenth of

an inch.

Located in Lakeland, Fla., Golf Ventures is a full service supplier to the turfgrass industry.



### NEW PRODUCT OF THE MONTH



### TORO SHIPPING NEW 228-D AND 328-D GROUNDMASTER MODELS

BLOOMINGTON, Minn. — The Toro Co. has begun shipping the latest in its line of Groundsmaster mowers. The new 228-D has a new 28-hp Kubota diesel engine and offers a choice of five full flotation cutting units ranging from 52-inch to 72-inch widths. The 328-D features the same engine but offers four different 72-inch rotary cutting decks, a wider wheelbase and heavy duty welded steel decks and frames.

## Sybron finds a home with Novozymes

By ANDREW OVERBECK

SALEM, Va. — Sybron Biochemicals has finally found a parent company that is interested in developing its Green-Releaf product line. The company, which was bought by Bayer last year but never integrated into its business mix, was purchased in June by Novozymes A/S.



John Sedivy

"We had been looking for a parent since the beginning of the year," said John Sedivy, general manager of the Green-Releaf agricultural products group. "Novozyymes is looking to expand through acquisitions and we are the first. We are both green companies and have complementary product lines, and they are investing in our growth plan."

Novozyymes, based in Denmark, is a \$600-million biotech company that is the world's largest producer of industrial enzymes.

### NUMEROUS ADVANTAGES

According to Sedivy, becoming a part of Novozymes will provide  
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## OGIO takes golf car to the 'extreme'

BLUFFDALE, Utah — Golf bag maker OGIO has decided to produce an "extreme" golf car that it originally built for promotional purposes.

The so-called "Battle Ready Vehicle" is a modified Yamaha golf car that has a tweaked engine, a six-inch lift kit, Hella lamps, Corbeau racing seats, a winch, studded tires, and a roof rack.

The car, which OGIO unveiled at the PGA Show in Orlando this winter, gener-



OGIO's 'BRV' golf car

ated such customer interest from its tour of golf shops on the West Coast that the company decided to build a limited run of the vehicles. OGIO developed the prototype car with Yamaha as a co-branding promotion.

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