**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.”

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.

**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 improved 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 Groundmaster 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.

“With 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 fertigation 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

Continued on next page

**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.

“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. “Novozymes 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.”

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

**NUMEROUSAdvantages**

According to Sedivy, becoming a part of Novozymes will provide

Continued on next page

**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-
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Reflections

Periodically postage paid at Yarmouth, Maine, and additional mailing office, Golf Course News (ISSN 1054-0644) is published monthly by United Publications, Inc., 100 Lafayette St., P.O. Box 997, Yarmouth, ME 04096. Phone number is 207-846-0600.

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Golf Course News is distributed in the U.S. without charge to qualified personnel of golf course facilities and to golf course builders, developers and architects. Non-qualified subscriptions to the U.S. and Canada cost $60. All foreign subscriptions cost $140 annually to cover air delivery. All payments must be made in U.S. funds drawn on a U.S. bank. For subscription services, please call 315-788-7112. Send address changes to Golf Course News, P.O. Box 3047, Longhorne, PA 19047-3047.

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Extreme golf car

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"We have not only unearthed a huge, untapped cache of existing and potential new golfers whose first love is extreme sports, but we're also providing a vehicle for these athletes to comfortably cross over to the golf world," said new business development manager Jon Jones.

According to company spokeswoman Kelly Mooney, 250 of the $12,000 cars will be made, but OGIO does not expect to enter the golf car retrofitting market as a core business.

The cars, perhaps more suited for an off-road rally, will in fact be used on golf courses.

"The people who have already ordered them say that they will use them on the golf course, but they don't really serve any function beyond being a golf car," said Mooney. "People just want them because they are fun."

— Andrew Overbeck

ground was pretty firm, so there was no significant damage to the greens."

When it came time to leave, the boys helped themselves to three fresh carts. They took down the road in the middle of the night and disappeared. Alexander spent a few days looking for the three vehicles, searching nearby canyons and forests. He finally went up in an airplane and still found no trace of them.

"They went about five miles, then turned onto a dirt road going up a mountain to a place where they partied. And that's where we found the carts," he said.

ROUGH RIDERS

The boys left the three carts in rough shape. "The tops were ripped off," Alexander said. "They had stump-jumped them up through a bunch of stumps and Scotch broom. They were a mess."

He said a judge ordered the youths locked up. "They'll be on probation, basically, after they spend some time in jail," Alexander said. "If they live up to probation and pay restitution, they have a chance to get it wiped off their record in a year."

...nabbed

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