BRIEFS

BASF NAMES HUSEMANN

RESEARCH TRIANGLE PARK, N.C. — BASF has appointed Gerald E. Husemann as senior sales specialist for the turf and ornamental group headquartered here. He will be responsible for coverage of the Kentucky, southern Ohio, Virginia and West Virginia sales territories. Husemann has 23 years of professional experience in the agriculture retail and crop protection industries, including work at Farmland Industries, American Cyanamid Co. and BASF.

GOLF VENTURES PROMOTES MCMAHON

LAKELAND, Fla. — Golf Ventures has promoted Walt McMahon to the position of vice president of sales. McMahon joined the company in 1993 as a territory manager, and most recently served as a sales manager. In his new role, he will assist with Golf Ventures rollouts outside of the state of Florida and will be responsible for managing all territory managers on the Helena and Golf Ventures product lines.

BRANDT CONSOLIDATED HIRES SMITH

Pleasant Plains, Ill. — The Claw Specialty Products Division of Brandt Consolidated, has hired Dr. Julian Smith as national accounts and domestic sales manager. Dr. Smith brings a wealth of industry experience in virtually every aspect of plant nutrition, and currently serves on the board of directors of the Fluid Fertilizer Foundation.

BLEEKER REPLACES BARENBRUG

TANGENT, Ore. — Barenbrug Group has appointed Kees Bleeker to president and CEO. He replaces H.J.M. Barenbrug, who is retiring after 34 years. Bleeker previously worked for Norwegian-owned fertilizer maker Hydro Agri.

GOLF COURSE NEWS

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PBI Gordon’s SpeedZone launch going strong

BY ANDREW OVERBECK

KANSAS CITY, Mo. — PBI Gordon Corp. has enjoyed a strong launch of its new active ingredient carfentrazone-ethyl since receiving registration from the Environmental Protection Agency in late September (GCN Nov. 2001). The company obtained the exclusive marketing rights for non-agricultural uses of carfentrazone-ethyl from Philadelphia-based FMC Corp. in 1998. Carfentrazone-ethyl is being marketed under the company’s ProForm Brand as three different formulations: SpeedZone, PowerZone and SpeedZone St. Augustine formula. While there are slight differences between the formulations, all three of the broad-spectrum, post-emergent, selective herbicides offer control in cool weather, visible results in 24 hours, and dead weeds in three to seven days. It is also rain-fast in three hours, is

Simplex expands agribusiness division

BOISE, Idaho — J.R. Simplex has reorganized its turf and horticulture group and placed it under its newly expanded agribusiness division. Bill Whitacre, who has served as president of the turf and horticulture group since May 2000, has been named president of the agribusiness group, replacing Larry Hoshik who has become the company’s new CEO. Joel Barker will replace Whitacre as vice president and general manager of the turf and horticulture group. Barker joined Simplex in 1989 and most recently was vice president of finance and administration of the turf and horticulture group. The agribusiness group will be made up of manufacturing and wholesale fertilizer sales, Simplex Grower Solutions, and the turf and horticulture group which includes Jacklin Seed, BEST and APEX fertilizers, the Simplex Partners distribution network, and international seed and fertilizer sales.

“The new structure better positions us to continue our focus on meeting and exceeding our customer’s expectations.”

Aquatrols receives Radiance registration

CHERRY HILL, N.J. — Aquatrols has received both state and federal registration from the Environmental Protection Agency for its pre-emergent copper-based algaeicide, Radiance. The company originally named the new product Repel, but had to change the name due to EPA registration issues. Radiance is a pre-emergent pond management tool that uses a copper-based algaeicide with a unique delivery system. The product can be applied in one spot and will quickly disperse uniformly throughout the entire body of water. The formulation also allows the product to stay dispersed much longer and can prevent algae blooms for about a month.

Griffin to expand TranXit label to greens

BY ANDREW OVERBECK

VALDOSTA, Ga. — Griffin LLC is moving ahead with the rollout of its new TranXit GTA herbicide for warm season turfgrass. While it was registered by the Environmental Protection Agency in late August, this is the first full season of use for the product that controls Poa annua (GCN November 2001). TranXit is currently labeled for use on fairways, but the company is working to get the label extended to greens by the middle of this summer.

The herbicide, which contains the active ingredient rimsulfuron, offers both pre- and post-emergence activity at low one- to two-ounce rates. It is especially formulated for the removal of Poa annua before overseeding and the removal of overseeded turf during the spring transition. However, it can also be used to control Poa annua in non-overseeded fairways.

Dr. Harold Walker at Auburn University has been working with rimsulfuron since 1998. "The product contains similar chemistry to Manor and Corsair," he said. "But Manor and Corsair do not control Poa annua or Poa trivialis. TranXit also has a short half-life so you don’t have a problem with running or lateral movement.”