**SUPPLIER BUSINESS**

**BRIEFS**

**BASF APPOINTS TOCE**

RESEARCH TRIANGLE PARK, N.C. — BASF Corp. has appointed Mike Toce business manager for the company's professional turf and ornamental group. Toce will assume responsibility for all aspects of sales and marketing in addition to overall business development involving new products and acquisitions. Prior to this appointment, Toce was the business manager for BASF’s Forestry group. Before that he was sales manager for the turf and ornamental group.

**GUGLIOTTI JOINS BIOSAFE**

GLASTONBURY, Conn. — Melissa Gugliotti has joined BioSafe Systems as sales director for the aquatics market. Gugliotti's addition to the BioSafe team is in preparation for projected growth throughout 2003. Her responsibilities will include managing distribution, customer relationships and product development of GreenClean Pond Treatment as well as other products introduced into the aquatics market by BioSafe Systems.

**FORE PAR EXPANDS OFFERINGS**

BUENA PARK, Calif. — The Fore Par Group, based here, recently purchased and consolidated the operations of Fore-Par, Range Land USA, Santiago Golf Car Supply and American Turf Services to become one of the largest distributors and manufacturers of driving range equipment, golf course amenities and golf car parts and accessories. The company has also signed a contract with Evergreen Alliance to supply its 45 golf courses with a full range of accessory and amenity products.

**AQUATRONS NAMES CONARD**

CHERRY HILL, N.J. — Aquatrons has named Kathleen Conard territory manager for the Mid-Atlantic region, including eastern New York, eastern Pennsylvania, New Jersey, Delaware, Maryland and Virginia. Conard has worked Aquatrons' corporate marketing department for more than 15 years.

**Flowtronex adds RO, oxygenation to IWM offering**

**SIMPLOT T&H looks for strong 2003**

By ANDREW OVERBECK  

BOISE, Idaho — Despite a slowing golf economy, Simplot Turf and Horticulture posted 10 to 15 percent sales growth in 2002 and is looking ahead to an equally successful 2003. "With the economy, golf course budgets being slashed, and construction plateating, it is obviously a time of change for our industry," said Joel Barker, vice president and general manager for Simplot Turf & Horticulture. "But when we look at our business and the activity in golf, we feel good about where we are."

**DLF completes Cebeco integration, changes name**

By ANDREW OVERBECK  

HALSHEY, Ore. — DLF-TRIFOLIUM has completed the integration process following its take-over of Netherlands-based Cebeco Seeds Group Jan. 31. The deal was initially signed in mid-December. "As part of the process, the combined company has changed its name to DLF International Seeds and has relocated its offices to Cebeco's Halsey location. As a result of the merger, the company has reduced its workforce by 25 percent. DLF's Claus Sass is the new general manager, Cebeco's Brad Dozler is the national sales manager and DLF's Rick Myers is handling domestic sales manager responsibilities. While the buy-out was largely driven by the two companies' desire to increase their dominance in the European market, the purchase will affect the U.S. marketplace. DLF will expand its presence in the forage market, but it has also gained instant access to the golf market through Cebeco. "DLF had done very little in golf," said Myers. "Golf is now strong. DLF has rights to the American Golf contract and they have a strong presence in the Southeast through a distribution contract with Harrells. It fills a very large void for us as far as the golf market goes."

**Lesco reports higher sales, dramatic expansion plan**

CLEVELAND — In its full-year 2002 report, Lesco Inc. said it posted higher sales and net income for 2002. The company also announced that it has opened three new regional distribution hubs and that it was moving forward with plans to dramatically expand its Service Center outlets.

Net sales were $511.7 million, up 1.5 percent from the $504.3 million reported in 2001. Lawn care sales increased 5.4 percent to $281.7 million, but golf sales remained flat for the year ($132.7 million versus $132.6 million).

Fourth quarter results, however, were promising with lawn care and golf sales up 5.9 percent and 2.7 percent, respectively.

"We used the second half of 2002 to position Lesco for growth in 2003," said president and CEO Michael P. DiMino. "We have restructured the sales force, increasing our direct sales force by 60 percent and changing our commission programs to reward superior performance. These efforts have already contributed to sales growth as demonstrated by the sales increase in the fourth quarter." To increase sales, Lesco has added new distribution hubs in Chicago, Atlanta, and Plano, Texas. The hubs are state-of-the-art distribution facilities, each designed to serve more than 20 Lesco Service Centers simultaneously.