Hydrograss Technologies heads down south

Hydrograss Technologies conducts a test spray for WCI Communities in Florida.

By ANDREW OVERBECK

SAN DIEGO — Scot D. Nicklaus, who has worked in golf course construction for Gary Player Design and Jack Nicklaus Design, will head up the new office.

“We are excited about the potential here,” said Zirkle. “With the drought and water conditions and the fact that Hydrograss offers an alternative to erosion control and sod applications, there is good market potential.”

While Zirkle has yet to sign a contract, he is doing test sprays for a number of architects and developers. The Hydrograss system blends grass seeds and sprigs with a wood fiber product, Eco Aegis, that helps grass establish itself and act as an erosion control device.

“Up North this is a proven technology. It is just a matter of doing test sprays and showing them that we can grow grass with the system down here,” Zirkle said. “We have been doing some test sprays for WCI Communities over the last couple months.”

According to Zirkle, the biggest adjustment is hydroseeding warm season grasses as opposed to hydroseeding cool season grasses.

“The tests show that the distribution of sprigs is very good,” he said. “We can also spray over sprigs that have already been put down mechanically to help with erosion control.”

Hydrograss will be taking a different approach to the market in the Southeast.

“We won’t hydrospray the whole course,” said Zirkle. “We will focus on sloped areas that have erosion concerns, like green surrounds, lake banks and car pad edges. These are areas that are normally sodded and we can offer an alternative to sod and grass. Aegis is new and it is a great concept.”

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SubAir Systems looks to expand market

By ANDREW OVERBECK

Aiken, S.C. — Subsurface aeration manufacturer SubAir Inc. has been reborn as SubAir Systems following its purchase by a group of South Carolina investors that includes two original founders, Marsh Benson and Dave Ferris.

The group purchased the company in a deal finalized Oct. 7. Terms of the agreement were not disclosed.

Augusta National superintendent Benson originally developed the process to promote optimum subsurface growing conditions for turfgrass and initially marketed the product through Ferris Ferris Industries.

The two teamed up with Aiken businessman Weldon Wyatt, owner of Sage Valley Golf Club in Graniteville, and William Coscioni, co-owner of Hounds Lake Country Club here, to bring the company to Aiken. Coscioni will serve as the company’s CEO.

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UpLink inks financing deal with IRFS

AUSTIN, Texas — UpLink Corp., a leading provider of Global Positioning Satellite (GPS) golf course management systems, has signed a long-term financing arrangement with Ingersoll-Rand and CitiCapital, a division of Citigroup.

UpLink and many of its installed courses have already received benefits from the IRFS agreement. To date, IRFS has funded nine lease courses and four rental courses with a value of $2.6 million.

IRFS was launched earlier this year as a new financial services program developed by Club Car in conjunction with parent company Ingersoll-Rand and CitiCapital, a division of Citigroup.

“By creating a financial environment that facilitates the acquisition decision, whether it is a lease, rental or revenue sharing, UpLink reduces financial risk to our customers. This in turn, can generate higher levels of revenue and profitability for the golf course,” said Glenn A. Pierce Jr., president and CEO of UpLink.

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