The Company Line

PRODUCTS & SERVICES

The trade show floor at the Golf Industry Show was busier than a Burger King at lunchtime. Companies made announcements and introduced new products. Here's some of the company news that went on:

Agrion Advanced Technologies

Agrion Inc. made its debut at the Golf Industry Show with the announcement that it's changing its name to Agrion Advanced Technology, "to provide smarter ways for our associates and customers to do business," said David Pursell, Agrion Advanced Technologies' vice president of marketing and new product development.

Calgary, Alberta-based Agrion Inc. merged with Pursell Technologies Inc. and Nu-Gro Technologies Inc. and Nu-Gro Technologies Inc. in the past two years to form what the company calls a new strategic business unit. The company felt its new specialty division needed a new name and a new logo. "Our new name and logo are designed to incorporate the brand awareness of Agrion while creating a distinct and exciting new look for this integrated, unified business segment that is greater than the sum of its parts," Pursell said in a press release.

For more information, visit http://www.agrium.com.

Insecticide Arrives

Meridian has been a long time coming. Syngenta's new insecticide received approval after several years from the Environmental Protection Agency shortly before the show. "We worked hard for it," said Joe DiPaola, Ph.D., golf market manager for Syngenta. "We feel good about the timing. It's a solid addition to our portfolio."

Meridian, based on the active ingredient thiamethoxam, controls a broad spectrum of grubs and other insects at low rates through contact and ingestion activity, according to Syngenta. Insects controlled include billbugs and white grubs, Japanese beetles, oriental beetles and European, Southern and Northern masked chafers. It also controls aphids, whiteflies, mealybugs and leafhoppers.

For more information, visit http://www.syngeniaprofessional-products.com.

New Generation of Seed

Barenbrug USA announced it selected patented Zeba brand seed-coating technology from Absorbent Technologies Inc. (ATI) as part of a new generation of bermudagrass seed. The new Barbados bermudagrass from Barenbrug USA is now available with the Zeba technology built-in to increase germination and improve the seed establishment. Known for its dark-green color, Barbados exhibits a dense sward and strong winter survivability, according to the company. Developed from natural constarch, Zeba is the first starch-based, seed-coating treatment available specifically for improved turf production by creating a healthy microenvironment around the seed.

For more information, visit http://www.zeba.com.

Agriculture

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