



George O'Grady (left) with Jonathan Smith

## NEW INITIATIVE TO SUPPORT AND PROMOTE SUSTAINABILITY

The European Tour has taken a further significant step forward in the promotion of sustainability in golf, sport and events through European Tour Green Drive.

This is a new initiative to support and showcase environmental and community action across the organisation's operations, venues and tournaments.

With a reach across over 45 countries, the Green Drive initiative has the potential to make a real impact both on the ground around the world, and as an example and inspiration.

Speaking at Wentworth during the BMW PGA Championship, European Tour Chief Executive George O'Grady expressed his commitment to the initiative. He said:

"The European Tour has long recognised the importance of environmental stewardship, resource

efficiency and positive community engagement for golf.

"We're very proud of the staging of The Ryder Cup and our significant investment in GEO (Golf Environment Organization) since 2006. Developing Green Drive across The European Tour is an important step further.

"We look forward to working with our many venue, staging, media, government and commercial partners to make a genuine contribution, and adopt a leadership position in sustainable sport".

The first Partners to come forward as leaders in their support of Green Drive are Rolex and Lioness, with Toro as a Sponsor.

European Tour Group Marketing Director Scott Kelly added: "We're very grateful for this early support – which matches the ET's own continuing investment in sustainability, and which

enables us and GEO to ensure the quality and credibility of the initiative. The European Tour provides a platform for governments and companies to showcase their own policies, corporate responsibility and technologies in the unique arena of professional golf."

The European Tour Green Drive has a strong long-term ambition based on continual improvement and is built on a credible foundation of policy, guidelines, programming and industry ecolabel from initiative partner GEO.

Jonathan Smith, Chief Executive of GEO, added: "This exciting initiative will help a diverse range of people and companies linked to The European Tour to get even more involved in credible sustainability action. There is an opportunity for every venue and tournament, and we're ready to support as they get involved and help the initiative grow".



## RT MAKE DOUBLE APPOINTMENT

Rigby Taylor have announced two appointments to their sales team. Mark Whiting (above) has been appointed to the position of Sales Director, and will assume responsibility for the implementation, direction and coordination of the company's sales strategy across the whole spectrum of the sports, amenity and landscape industries.

Working closely with his team of regional sales directors, Mark brings a wealth of sales experience to this role.

Tito Arana (below) has been appointed to the new role of Business Development Manager. Tito will assume responsibility for identifying and developing new market and business sector opportunities with the objective of achieving new revenue streams for the company. Tito is Basis qualified and has a wide range of experience within the amenity industry.



## DEEP AERATION FOR FREE DRAINING GREENS

Opened for play in 1896, Maidenhead Golf Club has obviously evolved over the intervening years, but it is still based around its original construction.

This means the greens have not been constructed to modern standards but are essentially constructed on natural clay over gravel base. Over the years, the clay has formed a moisture-retaining bowl that needs careful management to prevent greens becoming waterlogged.

A loan of a Redexim Verti-Drain, from Charterhouse Turf Machinery, that worked down to a greater depth than



nine inches, has had a marked impact upon improving the speed at which water drained from the greens.

Course Manager, Barry Gardner, above, said: "We have already seen an improvement in how the greens drain since using the new Verti-Drain, but we can only use the machine at its full depth when our members allow. We are an

extremely busy course, so will need to time deep aeration accordingly."

"It's not that the Verti-Drain causes a difficult to remedy heave after an aeration pass at maximum depth," Barry is keen to point out, "it's just that more aggressive aeration will cause some disruption to the surface and the green will take time to settle."



## ONE SPRAY, COMPLETE CONTROL

Cold and wet weather during the early spring slowed the growth of grass and without the competition weeds have become established. However, with moisture in the soil and warmer temperatures, excellent control can now be achieved with the use of Greenor.

Greenor achieves effective translocation into the roots ensuring a more thorough kill of the root occurs and a greater level of weed control. The product provides excellent results against a wide range of weeds, including daisies and both white and yellow suckling clovers but really comes into its own in swards containing tougher, more difficult to control species.

Following application, the active ingredients of Greenor rapidly penetrate the plant through the leaf surface and moves deep into the root system. Once absorbed, they cannot be washed off and are readily translocated around the whole of the weed, including the roots.

This unique formulation increases herbicide activity, resulting in a more thorough kill with lower amounts of active ingredient.

## BTME TRIGGERS WIEDENMANN PURCHASE AT KEDLESTON



A new Wiedenmann Terra Spike GX8i HD was the stand-out choice when the team at Kedleston Park Golf Club, Derby needed a new aerator. After a visit to BTME in Harrogate and a very thorough on site demonstration, the deal was struck.

Head greenkeeper David Leatherland, who has held his post for over 35 years said: "For lots of reasons the GXi8 HD just suited us ... its size; our type of course – our greens are built on sand with everywhere else

clay-based; and the fit with our tractor. It was simply the right one."

"Since its arrival at the end of May, its main focus so far has been to pencil tine all greens which we plan to do on a monthly basis."

James Robson, Area Sales Manager at Wiedenmann dealer, Henton & Chattell, said: "Kedleston Park is both an exceptionally well-tended and busy course so the versatile GX8i HD at 1.8m wide combines high coverage with precision and really will do what they require."