

irrigation system that is fully compliant. Most that have been installed in recent times will be, but it is worth confirming this with the supplier or installer. Any that are not will need to be upgraded to meet the compliance criteria and the sooner this is done the better, as the pressure on manufacturers and installers will increase as the end of 1999 gets nearer.

The best action to take is to first establish exactly what equipment you have on the course. Get the details of the product type, model, serial numbers and installations dates and then contact the system installer or service company. Some companies such as Toro have worked to ensure that their products, such as Toro's SitePro, meet the demands of this once-in-a-thousand-years scenario. With its NSN Service it has an extensive PC irrigation support service in place, which operates at national, regional and global levels using dedicated staff, who will provide all the

answers you require. Other major manufacturers have also been aware of Year 2000 compliance requirements and all products recently and currently sold, should be fully compliant.

Don't forget, however, that any software that has been installed on the PC such as word processing, spreadsheet or database packages need to be evaluated as they may require individual fixes, "patches" or upgrades to bring them up to specification.

In summary if you have an electronic controller or a PC based system, gather the equipment information and contact the provider who will be able to confirm you particular status and provide any upgrade or replacement service you need. If the original supplier cannot help, there are several companies who can provide alternative and compatible equipment.

As with all irrigation purchasing decisions the reliability of the



equipment, its suppliers, its installers and the long term support they provide are crucial if you are to get the best value for money. Their performance in dealing with Year 2000 compliance will be a measure of how good they really are.

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BIGGA Golden Key Supporter Scotts has seen some remarkable changes over the last two years and what has emerged is an impressive new company ready to face the future

Great Scotts



There are very few companies in the fine turf industry whose name you would expect to be known by the public in general... but one of those is most certainly Scotts.

Go into any garden centre or DIY store and you will see the name of the world's largest horticultural company emblazoned on products designed to make your garden grow strong and healthy.

In our industry it is also a name which is becoming increasingly familiar thanks to a remarkable one-two, one which would have Prince Naseem nodding in approval.

Looking to strengthen their position in the industry just over two years ago Scotts purchased Miracle Professional, the number two company in the British market. Then, less than a year later, not content with that piece of handiwork, they went out and bought Levington Horticulture, the number one company in the market, thus creating a formidable new force in the industry. The deal was completed in December '97 and since then much work has been done to ensure best use is made of this giant major corporate entity.

And that was no easy task. Each of the three companies had a well defined and established brand image and great care and imagination had to be taken to fuse them all together, retaining the best elements of each company and ensuring that customer loyalty was retained.

Remarkably in the joining together of Miracle and Levington it meant a marriage of two of the big chemical heavyweights and rivals from recent history. A series of Dr Who-style metamorphoses started off with Miracle Professional as ICI and Levington's as Fisons. Incidentally, ICI and Fisons were both agrochemical/fertiliser companies while Scotts have always been a horticultural company.

The professional amenity side of the business has its headquarters in what was the Levington base in Ipswich which is ideally placed for the research station in the nearby village of Levington itself. The home and garden business has its headquarters in Godalming.

"When the three companies joined we discovered that we had 40 different fertilisers across the range solely for the professional business," said Dave Steward, Product Manager for Turf and Amenity.

"When we analysed them we discovered that Levington had products which were virtually identical to Miracles and that both had products designed to take on the Scotts fertiliser range."

What has been happening since is that the best bits of each have been taken from each range to produce a better product.

"One example was the Turf Tonic for which the Levington analysis was 7-0-0 and Miracle's was 8-0-0 so we took the Miracle analysis and used the Levington granule which was superior," explained Dave.

As a result the number of products in the fertiliser range is now in the 20s.

"At the end of the day you've got to give people the flexibility. Some people like to feed a little and often so you give them certain formulations while others prefer to feed

once a year with slow release formulations," explained Dr Bob Daniels, Technical Services Director.

Having mentioned the number of fertilisers Scotts acquired through the take-overs there was little product duplication elsewhere in the portfolio.

"Miracle's main strength was in the pesticide products and chemical range while Levington's were strong in the Greenmaster fertiliser range and liquid fertilisers with Scotts powerful in slow and controlled release fertilisers," said Dave.

The melding together of different corporate cultures also had to be achieved for the company to move forward.

"We had to re-invent ourselves as a company and are now all Scotts and while the important thing is always the brand we want Scotts to be seen as the company behind the brands," said Bob, who was previously a Levington man.

The task then was to get the message across to the greenkeepers.

"I do believe we are succeeding but the process is far from complete," said Dave.

"First we had to say 'This is your old Greenmaster packaging and this is what it is going to look like in the new Scotts packaging'. The new style incorporates a hand icon which displays whether it is fine, regular or coarse granules or slow or controlled release.

"We have used display boards at shows like BTME to push the message home while we also co-sponsor BIGGA's National Golf Championship with Charterhouse so that is another opportunity to meet with greenkeepers."

With the complicated, but very necessary, restructuring work edging towards completion Scotts were able to give a taste of what the "new"





company would be delivering at Harrogate earlier this year when they unveiled Shortcut and wetting agent, Aquanova, two brand new products.

"Shortcut is really rocket science in this industry," said Dave.

It is a growth retardant which has shown itself able to reduce the speed of growth and the amount of clippings produced by 50% while at the same time developing greater root strength and shoot density.

"Since BTME it has been so successful we have sold out what we estimated would be our annual sales in six weeks and we had to go back to America where the product was developed and ask for more," said Dave.

It is a sign of the international nature of the business that product can be developed anywhere in the world and not necessarily purely in or for the amenity sector. Scotts form relationships with the producers of active ingredient who operate in the much larger agrochemical industry and offer them a route into a niche market they wouldn't normally touch.

"Shortcut was developed by international giant, Novartis, a company in a position to spend \$86 million to produce an active ingredient for the agriculture industry and we can maximise the use of that ingredient by using it in a much smaller industry but globally," said Bob.

Bob is also in regular contact with colleagues in the parent company Head Office in the States and they regular hold research and development conferences so information can be pooled from all over the world.

It is vital for the industry that we can continue to do this work - to carry out the fundamental development trials needed to secure MAFF

approval for actives in turf. But the industry has to play its part too.

"People can always go and get 'black drum' pesticides from someone else but if everyone does that we won't do the research anymore. We are in a business and whatever we do must be profitable."

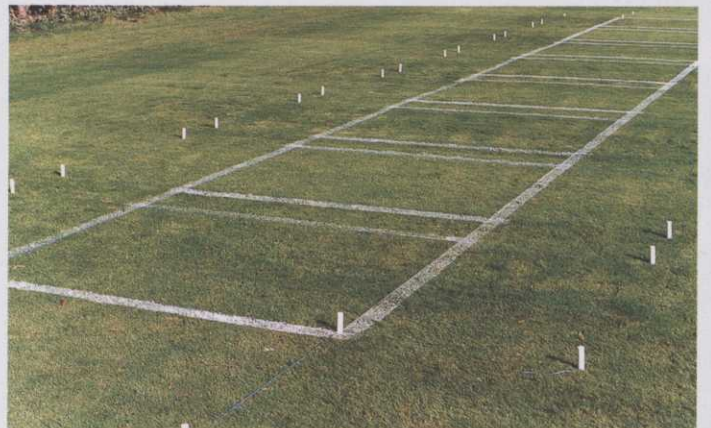
Looking to the future the company is well aware of the threat to many of its highly regarded products from the European bureaucrats who are currently reviewing all active ingredient.

"They look at the purity of the actual chemical then at the toxicity of it and then ensure that it can be used with minimal risk to human beings and the environment. You've also got to prove that the active ingredient works," said Bob, who chairs the European Crop Protection Association's Amenity Expert team which lobbies the forum directly in Brussels.

"There are over 700 active ingredients to go through the process and each one produces 55,000 pages of data. It is a huge process and it has to be repeated for each product which has the same active ingredient even if it only has 0.1% of it on a fertiliser granule. In the past you could do a lot of linking back to the active ingredient data but now all the studies on the actual formulation have to be done individually," said Bob.

"The process has to be finished by 2003 so there is a lot to get on with. If we don't get the products through they will just die. BIGGA has a role in lobbying the relevant people because a company like us can only go so far what really registers is when the end users themselves make a case," said Bob.

Since rumours about the purge on the chemicals began circulating many companies have turned their



attention to biological development but Scotts approach is to produce better chemistry which is acceptable to European standards while keeping a watching brief on the biological side of things.

"We've looked at the biological products but our feeling is that if it's got Scotts name on it it's got to work. With many biological products you can get good results in high summer conditions but that's not when the disease occurs," said Bob.

That is a point which is reiterated by the methodology which goes into producing new product.

"We don't play with the destiny of our customers. We can only succeed through the success of our customers so that ensures that we only produce products which work," said Dave.

"For any product to be truly viable for a business like Scotts it has to meet four criteria. 1. It's got to be effective. 2. It's got to be safe. 3. It's got to be reliable and 4. It's got to offer value for money. If it doesn't meet all four of these criteria it is not a product that Scotts is prepared to launch," he explained.



Welcome to the inaugural BIGGA workwear and casual clothing range. Late last year, BIGGA and Stylo joined forces to bring you this exciting range of clothing and footwear for 1999.

Included in the range is the first ever BIGGA approved golf shoe, the Duo - a technologically advanced shoe designed to provide the ultimate combination of on-course comfort and functionality. This shoe accommodates both softspikes or traditional spikes - both with the revolutionary quick-fit Q-Lok system.

All the clothing featured here is manufactured to the highest specifications in durable materials - offering working comfort as well as practicability. All items subtly feature the BIGGA logo.

While all the garments and footwear featured represent exceptional value for money - they have also been designed to be practical and stylish for general leisure as well as for work use.



THE BIGGA COLLECTION

GENERAL WORK & LEISURE WEAR

1

Lister Knitshirt

A classical cotton interlock short sleeved shirt with a jacquard design on collar and cuffs.
BKSH 961 NAVY Navy £17.95
BKSH 961 WHT White £17.95
Sizes S, M, L, XL, XXL



2

Thornproof Gloves

These offer a special covering that protects against thorns and brambles.
BGT 107 GRN Green £2.25
One size fits all

Pimple Palm Gloves

These gloves are pimpled on the palm to provide extra grip.
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3

Sweatshirt

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SWT 105 NAVY Navy £13.49
Sizes M, L, XL



4

Basket Weave Slipover

A practical cotton and acrylic basket weave slipover.
BSWS 550 BLK Black £22.95
BSWS 550 NAVY Navy £22.95
BSWS 550 BTL Bottle £22.92
Sizes M, L, XL



Owen Knitshirt

This is a plain coloured polyester/cotton short sleeve shirt. It has a flat knit colour and features the BIGGA logo.
BKSH 910 BTL Bottle £14.95
BKSH 910 NAV Navy £14.95
Sizes M, L, XL

Trousers

Poly/cotton trousers with 2 side slant pockets and 2 rear pockets.
TRS 104 NAVY Navy £17.95 (reg leg)
TRS 105 NAVY Navy £17.95 (long leg)
Sizes 32, 34, 36, 38, 40, 42

Full Zip Fleece

This fleece top is made from Teflon material, which ensures that rain will 'run-off' the garment, making it quick drying and very practical. It comes in navy with a contrasting collar.
BFLC 500 NAVY Navy £29.95
Sizes M, L, XL

RAINWEAR



5

Waterproof/Breathable Rainsuit

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6

Fairfield III

Stylo has produced its own Iso-thermal system sweaters to protect you from the worst elements. The membrane system is ultra thin yet provides full waterproof protection and is completely breathable. The Fairfield III is a transfer cable and argyle patterned sweater which is made from a wool/acrylic twist yarn.
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BSWT 375 NAVY Navy £49.95
Sizes X, M, L, XL, XXL

Waterproof Trousers

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WORKING SHOES & BOOTS



7

Duo Golf Shoe

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LG 833 WBG Women's White/Beige £41.95
LG 834 WBU Women's White/Burgundy £41.95
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Women's sizes 3-8 including half sizes

8

Safemasta Steel Toe Capped Wellington Boot

Durable all-purpose Wellington with thick moulded sole and heel grip for easy removal.
SFT 01 BK Black £18.95
Sizes 5-11 plus half sizes
6 1/2 and 9 1/2



Stavanga Steel Toe Capped Ankle Boot

Tough, comfortable workboot with padded ankle protection and extra grip. Contoured high-grip sole.
STV 01 BK Black £49.95
Sizes 5-12 plus half sizes
6 1/2 and 9 1/2



9

 **THE BIGGA COLLECTION**

To purchase merchandise from the 1999 BIGGA collection, simply indicate which products you require in what quantities and sizes, using the order form printed here. (You may photocopy this form to avoid cutting your Greenkeeper International)

All prices shown are inclusive of VAT. Orders under £200.00 will incur an additional £4.00 postage and packing supplement. After completing your order details, next complete your name and address details, and return this form with your VISA details or cheque (made payable to BIGGA) for the full amount (inc postage and packing)

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BUYERS' GUIDE BUYERS' GUIDE BUYERS' GUIDE

Buyers' Guide

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The judges decision is final. No correspondence will be entered into. This competition is not open to BIGGA staff or non-members.

Last month, Ian Baudains of Hereford GC, certainly knew his numbers when he correctly identified all three telephone numbers.

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