

Cleary Company Going Strong In Its 67th Year— And A Few More Clarifications

The July issue of On Course included a feature article entitled “Acquisitions, Consolidations and Mergers, OH MY!” Oh my, indeed. In the weeks subsequent to publication, we learned that the article contained several inadvertent factual errors; the most troublesome being the implication that Cleary Chemical Corporation and Bunton Equipment, two companies that are very much alive, were in fact defunct. While the editorial staff of On Course and our writers are always striving for complete accuracy, mistakes sometimes happen, albeit infrequently. On Course deeply regrets these errors, outlined below, and apologizes to those firms we mistakenly “eulogized” in our July issue.

First and foremost, while the *On Course* article suggested that the Cleary Chemical Corporation was no longer in existence, the company is in fact very much alive and a vibrant player on the turfgrass care scene in its 67th year as a family-owned business. As Richard Fletcher, director of product development for the Cleary Co., reminds us: “As the industry has changed, Cleary has been one of the mainstays of the non-ag product suppliers specializing in fungicide, insecticide and nutritional products for the turf and ornamental industry. We are vital in research and development and actively seek to provide solutions to current and future market problems. In the last three years alone, Cleary has introduced four new products with Spectro, Endorse, Alude and now TriStar.”

Cleary’s Web site, www.clearychemical.com, also contains abundant information, including this overview:

For over 60 years, we at Cleary have supplied the fine turf and

ornamental industries with superior-quality plant-protection products, utilizing the most up-to-date technology. Ever alert to specific needs, we will be adding innovative pest control products for the ornamental and structural pest markets.

Firsthand experience with Tara Greens, our corporate-owned and maintained golf course, helps us to appreciate the challenges encountered by the turf and ornamental professionals.

Our technical expertise in solving problems related to diseases, insects or application needs, is our outstanding service contribution to the industry. We participate nationally in numerous trade shows, education conferences and field days. Should you have a question or a problem, technical support can be obtained through our recently updated Web site, the field technical sales representative nearest you, or through our toll-free number. Our experts will be happy to provide the guidance necessary to answer any questions.

Second, rather than suggesting Bunton Equipment’s demise, the article should have stated that “Bunton Equipment became a much smaller supplier in an ever-expanding market.”

Third, the paragraph referencing changes in the nursery industry should have read as follows: “The growth of suburbia has affected nurseries. The present location of Fiore Nursery sits on over 1,000 acres in the city of Buffalo Grove. The land that Schroeder Nursery sits on will be the future site of another housing development. In some cases, nurseries pick up and move to the outskirts of suburbia waiting for the next land development explosion to occur. Of course, that’s if land development has not begun in the outlying counties.”

Finally, Pete Leuzinger, CGCS, of Ivanhoe Club should have been included amongst the author’s references.



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