

# EQUIPMENT NEWS

## Fermenta signals changes

Fermenta Plant Protection Co. of Mentor, Ohio, and Houston, Texas, has changed its name to Fermenta ASC Corp.

"The name change positions Fermenta in the agricultural and specialty chemicals industries and signals our desire to grow in the business, developing new technologies and products in these fields and beyond," said President and Chief Operating Officer Richard L. Urbanowski.

Urbanowski said the name change "really indicates a transition resulting from the decision to diversify into other specialty chemical businesses."

"We believe," he said, "the new name will be an indication of the successful turnaround achieved by the new management of our parent company, Fermenta AB, and the strong support it provides to us."

## Atwater Strong expanding

Atwater Strong Inc., a leaf blower and vacuum company, has expanded into new offices and warehouse space at 1355 Evans Ave. in Akron, Ohio.

Manufacturing will remain at the Atwater facilities, but sales, marketing, and new product development and inventory has been moved to the Akron site.

Atwater Strong Vice President of Sales Thomas J. Barrett said the expansion "is a visible sign of Atwater Strong's bigger commitment to northeastern Ohio and to our dealers and customers nationwide."

He added, "Now it's possible for us to support our dealers with the kinds of programs it takes to compete in today's outdoor power equipment markets."

Atwater Strong originated commercial blowers for leaf and litter cleanup and markets them under the trade names Lo-Blo, Lit-R-Blo and Mi-T-Vac.

## Rain Bird cites distributors

Turf Equipment Supply Co. of Las Vegas, Nev., and Wolf Creek Co., Inc. of Trotwood, Ohio have been named 1988 Golf Distributors of the Year by the Golf Division of Rain Bird Sales, Inc., of Glendora, Calif.

The companies were selected from a nationwide network of distributors on the basis of "outstanding achievements in the areas of sales growth, specification effort, market share and service."

Sharing top honors with Turf Equipment and Wolf Creek were Robin Shores of Tieco, Inc., in Nashville, Tenn., and Clark Bateman of Florida Irrigation Supply, Inc., in Orlando, Fla.

Having demonstrated "exceptional individual performance in selling and servicing of Rain Bird golf irrigation systems," Shores was recognized as the 1988 Golf Salesman of the Year and Bateman was named 1988 Golf Serviceman of the Year.

Rain Bird also presented 1988 Right Stuff Awards to five other distributors for superior contributions to the company. They are Boynton Pump & Supply, Inc. of Boynton Beach, Fla.; Nor Mac, Inc. of Sacramento, Calif.; Sprinkler Irrigation Corp. of East Peoria, Ill.; Tieco, Inc. of Nashville; and Turf Irrigation Supply Co., Inc. of Englewood, Colo.

Fermenta ASC Corp. develops, tests, registers and markets specialty fungicide and herbicide products that control diseases and weeds on a wide variety of agronomic crops and turn and ornamental plants. At its Houston, Texas, facilities the company makes Bravo and Daconil 2787 broad-spectrum contact fungicides as well as Tuffcide industrial biocides.

The company has subsidiaries in the United Kingdom, Italy, Mexico and Brazil.

## Flowable Morestan 4 OK'd

The Environmental Protection Agency has accepted for registration the new flowable formulation of Morestan 4 Ornamental Miticide from Mobay Corp.

Mobay also announced the EPA has accepted amended labeling of Oftanol 5% Granular insecticide.

The water-based flowable formulation of Morestan 4 is registered for use on flowers, shrubs and trees to control mites and mite eggs. It has no solvents that burn plants.

John Ivey, manager of research and development in the Specialty Products Group, said, "The liquid flowable formulation is more convenient because it is easier to measure. Also, its general physical characteristics allow for greater efficacy."

The smaller particle size of the formulation allows for more thorough distribution

on the leaf surface, thus better coverage and better control. It also eliminates the problem of visible residues on practically all leaf surfaces.

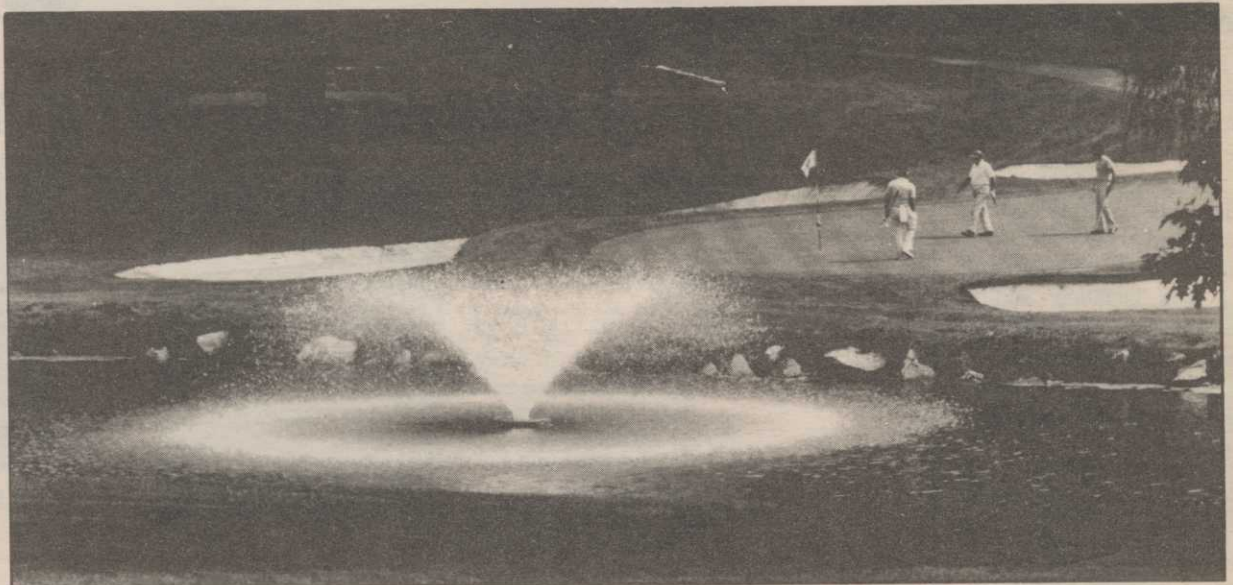
The Oftanol 5% Granular, which was already registered for use on turfgrasses, can now be used on ornamental areas as well.

"A lawn care operator can now go from treating a lawn for insects directly to treating ornamental beds. He doesn't have to change products in the middle anymore," said Hal Paul, Mobay Specialty Products Group Marketing manager. "The same goes for golf course superintendents. They can go straight from treating around the 18th hole to treating around the 19th hole."

Oftanol 5% Granular is an organophosphate insecticide that controls both soil and surface-feeding insects.

## "We had a tremendous algae problem. To solve the problem we purchased an OTTERBINE® Aerator".

Bob Jackson, Superintendent MEADOWLANDS Country Club



"...The water quality and algae problem were cleaned up; so last year we purchased our second OTTERBINE Aerator".

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need for chemicals — And when water is used for irrigation, help to purify the water before it passes through the irrigation system.

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