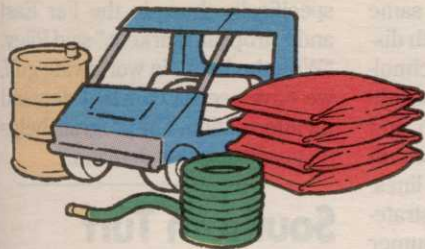


Briefs

**CENTURY RAIN AID DOUBLES SPACE**

FT. MYERS, Fla. — Century Rain Aid of Madison Heights, Mich. has more than its doubled operation here by purchasing a new and larger facility.

The Ft. Myers branch is one of seven CRA distribution centers in Florida.

Mike Essenwein, regional vice president, said the new facility is located in a commercial area where minimum traffic congestion exists providing easier and faster access and service to customers.

KEELER APPOINTED REDMAX VP

NORCROSS, Ga. — John Keeler has been named RedMax's vice president of sales and marketing.

Prior to his promotion, Keeler was RedMax's national sales manager.

RedMax, a division of Komatsu Zenoah, manufactures yard and garden equipment.

ET-NOW ATMOMETER CITED

Agricultural Engineering Magazine chose the ET-Now electronic atmometer by Automata, Inc. of Grass Valley, Calif., as one of 50 most outstanding innovations in agricultural product or systems technology developed during the past year.

When used as an irrigation scheduling tool, ET-Now can help in minimizing water and energy usage by irrigating only when needed.

This is Automata's fourth "AE 50" award winner in the past six years.

PICKSEED NAMES RESEARCH AGRONOMIST

TANGENT, Ore. — Donald J. Floyd, has been appointed research agronomist by Pickseed West, Inc.

Floyd, 32, who holds a master's degree from Oregon State University, brings extensive turfgrass breeding and research management experience to the Pickseed research program.

He will work with research director Dr. Jerry Pepin in developing cool-season turfgrass varieties, and will assume supervision of Pickseed West's Oak Knoll Research Farm, where an extensive collection of promising breeding material is available.

LOPEZ REPRESENTING FINE LAWN

N. Lopez

DUBLIN, Ohio — Fine Lawn Research, Inc. has announced that pro golfer Nancy Lopez has joined the Fine Lawn team. She was officially introduced as the company's spokesperson at Fine Lawn's biennial distributor meeting at the Rancho Bernardo Inn in San Diego.

Since her debut on the LPGA Tour, Lopez has claimed 42 victories. In 1978 she set a record-breaking five titles in a row.

Fine Lawn Research, Inc. produces and markets proprietary turfgrass seeds.

Japanese firm buys Fermenta's SDS

MENTOR, Ohio — ISK Enterprises, Inc., a subsidiary of Ishihara Sangyo Kaisha, Ltd. of Osaka, Japan, has bought SDS Enterprises, Inc. from Fermenta AB of Stockholm, Sweden, for approximately \$300 million.

According to SDS President Franklin S. Barry, "The acquisition by ISK is indicative of its objective to maximize return on investment in new technologies. ISK's excellent track record in research, combined with our strength in product development, registration, and marketing, result in an integrated orga-

nization with worldwide reach."

SDS Enterprises, Inc. has one wholly owned subsidiary known as SDS Biotech Corp.

SDS has two wholly owned operating subsidiaries — Fermenta ASC Corp. and Ricerca, Inc. Fermenta ASC Corp. — based here, has production facilities near Houston, and manufacturers and markets a variety of agricultural and specialty chemical products.

Ricerca, Inc. is a research and development company that provides broad-based technical services to clients. Its facilities are located in

Concord Township, Ohio.

ISK intends for these two companies to continue to operate in the same manner.

Barry said customers served by the two units will benefit from several new products to be introduced by ISK in the near future.

ISK, one of the world's leading producers of titanium dioxide, also develops, manufactures, and markets agricultural chemicals as well as magnetic materials. Its 1990 sales totaled \$800 million, including the sales of its subsidiary companies.



European superintendents study U.S. turf practices.

European superintendents learn American ways from companies

American soil was uprooted in a good cause by 80 European golf course superintendents and officials.

The group, from Germany, Austria, Switzerland and Spain, spent two weeks touring — and playing — several U.S. golf courses. The trip, sponsored by ORAG International, one of Europe's largest turf equipment distributors, Jacobsen Textron and other U.S. manufacturers, gave participants first-hand information on turf management techniques here.

ORAG President Hans Wust said: "In the United States, a lot of the population is involved in golf, so there is a wealth of knowledge and experience. It's good for us to know how Americans maintain and invest in the golf business. Our people were very thankful

for all the information and recommendations from your superintendents. And product application knowledge from companies like Jacobsen will help them improve their courses."

Wust said European golf organizations have made great strides in educating superintendents, but added that it will take time to catch up to U.S. counterparts. He feels language barriers and restrictive environmental laws have slowed the progress of the game on the continent.

During their stay, European superintendents met with superintendents, agronomists and manufacturers, and played golf in Wisconsin, Minnesota, Kentucky, North Carolina and Florida.

Hit purchases Oasis Control's assets

LINDSAY, Calif. — Hit Products Corp. has bought the assets of Oasis Control Systems, a manufacturer of electronic devices for governing irrigation systems.

Marketed nationally and internationally since 1988, Oasis features the ability to plug in a module and create any station configuration desired.

The Oasis line joins with the existing line of sprinklers and valves and teams up with Procode, a two-wire solar-powered control

method, and Cintech, a computer-controlled master/satellite system.

Hit President Paul Cordua and Vice President Bill Vogt started in the irrigation industry in the early 1960s. They formed Hit in 1982.

"Three years ago, Bill and I made a commitment to become a key factor in the turf irrigation industry and this newest acquisition contributes greatly to the fulfillment of that commitment. This is only the beginning," Cordua said.

800 phone number help turf professionals

KANSAS CITY, Mo. — Mobay Corp., Specialty Products Group, has introduced a special toll-free phone number (1-800-842-8020) to fulfill the needs of green industry professionals.

Doug Soper, formerly a Mobay sales representative in Florida, will field questions

regarding Mobay products, various pest and fungus challenges, how to use Mobay's Tempo insecticide on delicate ornamentals, and what methods to use when disposing of used packaging. Callers may also order product information such as brochures and labels.

Koos, Inc. gets innovative products award

LOUISVILLE, Ky. — Koos, Inc. of Kenosha, Wis., received top honors at the Lawn and Garden Show for its new 12-pound jug of Safe Step Icemelter. The Innovative Products Award was presented to Koos here at the national trade show in late summer.

Lawn and Garden Marketing Magazine selected 10 winners of the award from more than 50 entries. The products were judged by experts in marketing/packaging, merchandising/retailing, and lawn/garden retailing. They were chosen on the basis of appearance, ease of operation, safety, value for investment, effectiveness and innovativeness.

Safe Step's 12-pound jug is also easy to handle because the container only needs to be tipped slightly, not completely inverted. The spout is large enough that it can be opened with a gloved hand on cold winter days. There are three opening positions — full, one-half, and one-fourth — making it easy for users to regulate the exact amount of granules needed.

The container is made of a PETG plastics material and the cap is made of polypropylene. Both materials are durable and are able to withstand extremes of heat and cold. PETG also has excellent moisture barrier properties.

Commercial Pump redesigns system to modular format

SWANTON, Ohio — President Lee Dunbar said Commercial Pump Service's automated pump systems will be built using a modular format.

"That is, each component is pre-engineered to work with all other components in the system. It really isn't much different than the way we've always built pump systems, but we did spend a great deal of time redesigning component-to-component connections," Dunbar said.

The redesign will have "a tremendously positive impact on our clientele across the board. It will be much simpler to build systems (even custom systems), to install them and to maintain them," he added.

Startup, pre-testing and setup of controls can now take place in Commercial Pump's plant.

"We see this concept as a unique solution to the problem of spiralling costs. We can maintain costs and still provide a better product with better and faster service," Dunbar said.