

## Sandoz to provide bilingual labeling on major products

Sandoz Crop Protection is providing bilingual labels on three of its major specialty products: Mavrik<sup>®</sup>, Pentac<sup>®</sup> and Enstar<sup>®</sup>.

"In many parts of the country, the primary language of applicators in the greenhouse, nursery and landscape maintenance industries is Spanish," said Ron Fister, director of specialty sales. "So we took the innovative approach of not only meeting the needs of our customers but also the needs of their employees."

This approach is especially welcome in California where, since January 1991, all applicators are required to be certified. With bilingual labels, Sandoz customers will not only save time and money in the transition process, but also avoid potential mistakes that occur through misinterpretation.

"As one of the larger growers of ornamentals in Southern Califor-

nia, the training program for our applicators is extensive," said David Patterson of Western Farm in San Marcos. "Since we use a lot of Mavrik, the new bilingual label is a big plus. It adds credibility to the product and shows sensitivity and respect for the user. Our applicators feel more comfortable with the product and do a better job."

Mavrik is a non-restricted insecticide, Pentac a broad-spectrum miticide and Enstar an insect-growth regulator.

## Anderson named director of Toro commercial sales

Michael Anderson has been named The Toro Co.'s director of sales for commercial products.

Anderson will direct domestic sales activities for Toro's commercial products business including mowing, debris management and aeration equipment for golf, landscape/contractor and municipal products. These products account for 25 percent of the

company's total annual sales.

From 1988 until joining Toro, Anderson, 43, was vice president of sales for Waterous Co., a business group of American Cast Iron Co., suppliers of hydrants and valves to municipalities.

Anderson spent most of the previous 18 years with American Hoist & Derrick where he held many posts

including vice president and general manager of sales and marketing. In 1978, he left American Hoist & Derrick to become sales manager for Equipment Sales Co. of Phoenix, Ariz. before returning to American Hoist in 1981.

A native of Minneapolis, Anderson, his wife, Margaret, and their three children live in Woodbury, Minn.

## Mobay buys production rights for granular DYLOX

KANSAS CITY, Mo. — Mobay Specialty Products Group has bought the federal registrations that pertain to the production and sale of

trichlorifon from Kaw Valley, Inc., Leavenworth, Kan.

Prior to the acquisition, Mobay offered an 80-percent soluble powder,

DYLOX. Mobay now can offer to the turf care professional under the Mobay label both the 80-percent soluble powder and DYLOX 6.2 granular.

## Pedaling

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Kimbrell had some question about the machine's suitability on hilly courses.

But the Valentine brothers maintain the T<sub>2</sub>'s primary function is as a flatland vehicle. Actually, with an athletic enough person at the controls, they say the rig would do well on hills. But that was not their intent.

The car can be easily transported in the bed of a pick-up truck or even on a small trailer, the way most people transport conventional golf cars. And it would be easy to load and unload.

With the national emphasis on health and exercise, the Valentine brothers feel they have a winner. They've taken the machine to several bicycle manufacturers and found that, in all instances, "the tech people wanted to do it right now."

Management has been a bit more cautious, said Mike, citing the recession and tooling costs. But nobody has yet slammed the door.

"They are interested, but are holding off on any commitments until they see what happens with the economy," he concluded.

While the original inspiration was golf-oriented, both brothers cite the T<sub>2</sub>'s adaptability. It is suitable for older children as well as the elderly. With a quick change of mountings over the rear axle, the car can carry anything from surfboards to groceries. No gasoline, no battery charges with the tradeoff being a healthier body.

They also see potential as rentals, less expensive than conventional cars, yet an income producer for the course.

Another golfer thought the creation was a wonderful idea. "My only concern," he said, "is where do you carry the beer."

Bob Spiwak is a contributing editor based in Winthrop, Wash.



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