

Valent USA forms professional products group

WALNUT CREEK, Calif. — Valent U.S.A. Corp. has established a new group to focus entirely on sales of the company's professional products. These products — Orthene Turf, Tree and Ornamental spray, Orthene PCO and Dibrom Concentrate insecticides, Tame 2.4 EC insecticide and miticide, Sumagic plant growth regulator, Triforine EC fungicide, Deadline bait and X-77 spreader — are used on golf courses, in nurseries and greenhouses.

"Building an experienced marketing and sales team to focus solely on Valent's professional products will enable us to best meet the needs of this specialized group of customers," explained Valent's Business Manager for professional products, David Whitehead. "We will be devoting 100 percent of our attention to this business."

Whitehead said Valent will continue research efforts both to improve its current line of products and to develop new ones.

The professional products group will be managed by Whitehead, while Allen Smith serves as product manager.

Both men will work out of Valent's Walnut Creek, Calif. headquarters. Sales representatives include James Barr, Dover, Del.; Peter Blum, Boca Raton, Fla.; Clarke Hudson, Orlando, Fla.; Pamela Knoepfli, Sparks, Nev.; and Tom McCarter Jr., Irving, Texas.

Whitehead, Smith, Barr, Blum

and Hudson have been with Valent in previous sales positions. Knoepfli previously was a distribution sales representative for horticultural products with Western Farm Service Inc. For nine years, McCarter worked for Las Calinas Landscaping in Irving, most recently as internal operations coordinator.

Valent headquarters can be reached by calling 510-256-2700; or writing P.O. Box 8025, Walnut Creek, Calif. 94596-8025.

DowElanco enhances safety campaign

Turf and ornamental businesses can receive spill response materials, personal safety equipment and issues management guides free of charge through the DowElanco "Responsibility Comes First" product stewardship program.

By purchasing DowElanco products, businesses earn points they redeem for safety items available in the program.

Nearly 250 safety products

were ordered during 1992, including spill response kits, spill response stations, personal safety kits, decontamination kits and *Right-to-Know* Books along with "When a Crisis Strikes" videos. This year, in addition to the above items, participants can make donations to research and trade associations with the points they earn. For more info, contact your local DowElanco sales rep or distributor.

NO MORE HEAVY BACKPACKS.

How The Nomix™ System Works. This revolutionary weed control system covers a lot of ground — nearly every municipality in the U.K., the grounds of Windsor Castle and championship golf courses the world over to be exact. And now, its complete line of unique applicators and herbicides are being made available in the U.S. The Expedite now features an upgraded head and spiral disc for greater flexibility. With the addition of the Compact and a full-range of four new herbicide formulations, over 90% of the U.S. markets' needs will be met. The unique features of the Nomix system include:

NO MIXING.

Our unique oil-based formulations require NO MIXING. These formulations are pre-mixed herbicides ready for use in a snap. That's right — just snap in a cartridge and you're ready to go.

NO CHEMICAL CONTACT.

The re-sealable packaging eliminates chemical contact and venting.

The Nomix system is safer for you and the environment.

NO DIFFICULT CALIBRATION.

Correct calibration saves you both time and money.

The Nomix system uses pace tones, charts and formulas that make calibration easy.

NO HEAVY BACKPACKS.

The weight of conventional backpacks can be unbearable.

Just one Nomix cartridge covers the same area as this exaggerated backpack!

NO DRIFT.

Studies show the Nomix System produces up to 40X LESS DRIFT than conventional methods.

Less drift equals less exposure — again, the Nomix system is safer for you and the environment.

NO RUNOFF.

Our unique oil-based formulations actually adhere to the leaf's surface longer and provides faster absorption of the chemical into the weeds. NO RUNOFF means a more accurate and faster method of eliminating weeds.

NO WEEDS!

That's what you ultimately get with the new Nomix System — NO WEEDS!

Call 1-800-48NOMIX for a Nomix distributor near you.



The Nomix Compact is the most versatile lance in the Nomix product line. Remember...Just one Nomix cartridge (shown here) covers the same area as the backpack to the left!



The weed control system for all your needs.

CIRCLE #151

NOW AVAILABLE:

A full range of Nomix products to meet all your needs — including 3-Way Broadleaf and Grass & Weed Plus, the Glyphosate Oryzalin product you've been waiting for!

TurfTemp System

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sensors — located below the green surface — send information to the electronic soil thermostat located at the heat module.

Young is new to Palos Verdes. In fact, he wasn't on board until after TurfTemp had been installed. Nonetheless, he appreciates the technology he inherited from his forerunner, Reed Carpenter.

"I came on in August [1992], so I wasn't here for the actual laying of the project," Young explained. "But I just fired up the boiler in November and we've had great responses. The green looks great.

"It was a constant problem for Reed. It got so cold and thin in the winter months, it was just bare. If they have to rebuild the green every three years, this thing [TurfTemp] pays for itself."

According to BioTherm president Jim Rearden, TurfTemp varies in cost, depending on the harshness of climate. However, Rearden said the system runs between \$3 and \$5 per square foot.

With the Palos Verdes project up and performing, BioTherm has now installed two such systems, the other being the 5th green at Pebble Beach. Rearden noted that his company is "talking to Riviera" about installing a system there.

BioTherm offers a free engineering service to help golf courses and/or architects determine the best way to apply the TurfTemp system.

BioTherm can be reached by calling 1-800-GET-HEAT.