

Rohm & Haas names Turf and Ornamental managers

PHILADELPHIA — Rohm and Haas Co. has named two new managers in its Turf and Ornamentals business.

Janet Plaut Giesselman has been appointed turf and ornamental products manager. She will have responsibility for marketing programs and introductions to the marketplace for key Rohm and Haas products. Giesselman has held positions of increasing responsibility since joining the firm in 1981. Most recently she was Western regional operations manager for the company's Polymers

and Resins business.

She earned her bachelor's degree in biology from Penn State University, and holds a graduate degree in plant pathology from the University of Florida.

Meanwhile, Dan Loughner has been named turf and ornamental product development manager. He is responsible for turf and ornamental product field testing, label expansions, state and federal registrations, grants-in-aid, and other activities in support of marketing for turf and ornamental products.

Loughner has been with Rohm and Haas since 1978, beginning as a field research and development representative for products such as Blazer herbicide. In 1983 he moved to the company's Spring House research laboratories to conduct anti-fungal research. In 1989 he became worldwide test coordinator for the Fungicides Exploratory Group. A graduate of Penn State with a master's degree in plant pathology, he also holds a business management degree from The Wharton School at University of Pennsylvania.

Aquatrols joins forces with Stockhausen

Aquatrols has formed a strategic alliance with Stockhausen, a water absorbant polymer manufacturer.

This alliance has aided in lowering the cost to market SuperSorb.

SuperSorb, used in the greenhouse industry, is designed to save time and labor costs affiliated with watering plants. SuperSorb increases moisture retention, improves plant shelf life, optimizes plant growth, improves rooting and reduces nutrient leaching.

SuperSorb is available in two particle sizes, SuperSorb-C coarse for gardens, containers and hanging baskets, and SuperSorb-F fine for bare-root dipping transplants. Both forms are available in 3 lb., 9 lb., and 50 lb. containers, as well as 1 ounce packets.

Enter AgrEvo

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zation," says Delage. "This joint venture ensures that the new company will be of sufficient size to continue to bring innovative products to the marketplace in a cost-efficient manner.

"Both companies have a full pipeline of new technology in development, and together, we will bring these new products to the market with improved efficiency."

According to Leo Ekins, president of U.S. Operations: "Combining the research and development capabilities of both companies provides more depth of technology and talent than that of either company alone." "In addition, the product portfolios of the two companies are extremely compatible from a sales and marketing perspective."

The principal office of AgrEvo USA Company is located here at Little Falls Centre One, 2711 Centerville Road, Wilmington, Del. 19808. The Canadian office for AgrEvo is at 295 Henderson Drive, Regina, Saskatchewan, Canada, S4N 6C2.

For additional information, contact B.J. Bilas at 302-892-3014 or Steve Meister at 306-721-4551.

GOLF COURSE NEWS

Change of scene for Horizon Marketing

Horizon Marketing has announced the expansion and relocation of its offices. In conjunction with this move, the company name will change to better reflect the exclusive nature of its products and services. Make note of the following: Horizon Golf, 901 Cedar Hill, Suite 100, P.O. Box 4499, Evansville, Indiana 47724; 812-867-9333 or 1-800-545-9210; fax — 812-867-9231

An active member of the Golf

Course Builders Association of America, the Golf Course Superintendents Association of America, and the National Golf Foundation, Horizon offers pond and lake liners, subsurface and fountain aeration systems, erosion control matting, turf revegetation and reinforcement blankets, drainage and filter fabrics, silt fence, bridges, timbers, sea walls, and other geosynthetic golf specialty products.



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