

Flowtronex lines up a pair of German distributors

DALLAS — Flowtronex PSI Ltd., the world's largest manufacturer of irrigation pump stations has partnered with two regional companies to expand in the German and Austrian golf markets. Flowtronex, based here, will utilize the expertise of local German dealers, Pumpen-Hartmann GmbH. & Co. and Modulan GmbH., in this new endeavor.

"The strong emergence of golf in Germany and Austria prompted our interest in the market," said Dave Brockway, president of Flowtronex PSI. "Although we have two installations in Great Britain, we chose not to pursue the European market until we saw the unique

opportunities offered by Germany. We're confident our vast experience and high-quality products, combined with the resources and knowledge of our local distribution team, will make us the pumping system of choice for golf courses throughout the area."

Pumpen-Hartmann GmbH & Co. (051-14-64066) in Hanover, Germany, and Modulan GmbH (086-52-627745) in Bercht-essgaden-Strub, will act as distributors and service providers for Flowtronex PSI. Pumpen-Hartmann will oversee sales and service for most of Germany, while Modulan will respond to customers in southeast Germany, including Munich and Austria.

PBI/Gordon Corp. to partner with Farmura on liquid fertilizer deal

KANSAS CITY, Mo. — PBI/Gordon Corp. has signed an agreement with the English firm Farmura, Inc. by which Farmura has licensed PBI/Gordon with the producing Bova-A-Mura liquid organic fertilizer.

Bov-A-Mura is the product of a biotechnical process that converts select dairy manure into a sprayable suspension containing the range of natural nutrients found in bovine manure, but without the odor, solids, salt lev-

els and weed-seed problems often associated with other forms of manures.

The product, previously only available from England, is extensively used in the golf course and sports turf markets for quick sod knit-down, soil conditioning and seed pregermination.

According to Bill Brocker, vice president of marketing for PBI/Gordon, the firm tested several U.S. manure and enzyme products last year after the English supply was cut off due to new restrictions on the import of English dairy by-products. When no match for the benefits provided by the English product was found, PBI/Gordon began negotiating for rights to the manufacturing process in order to build a plant and produce the product itself.

The plant is being built on the site of PBI/Gordon's Crestline, Kan., plant and will utilize manure sources which have been selected from dairies in Oklahoma and Kansas.

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In board action taken at the March 8 meeting of PBI-Gordon Corp, Richard E. Martin was appointed president and chief executive officer (CEO). Everett Mealman, who has served as CEO since 1977 and chairman /CEO since 1984, will continue to serve as chairman. In other board action John Coats was newly appointed treasurer.



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Schmoyer, White sign on with ISS

TAMPA, Fla. — Ronald Schmoyer has been named chief operating officer of ISS Landscape Management Services, Inc. Bringing more than 25 years of industry experience to the position, Schmoyer will be responsible for the maintenance operations and administrative activities of the entire organization. Schmoyer previously served as vice president of the ISS Southeast Atlantic Division, and is a graduate of Penn State University where he earned his degree in turfgrass management. Schmoyer is also a member of the Golf Course Superintendents Association of America.

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In other ISS news, Ralph White has joined the firm as vice president of ISS Golf Services. He will lead the agronomic and administrative activities of ISS' golf course maintenance division. For the past 12 years White has successfully operated his private agronomic consulting business, Turfgrass Management Consultants. He's served as president of the Florida Turfgrass Assoc. and has been an Industry Advisory Board member at Lake City Community College the past 25 years.