

St. Andrews, Gleneagles sign with Ransomes

Ransomes continues to forge exclusive purchasing relationships with some of the world's most high-profile golf courses.

St. Andrews Links Trust has appointed Ransomes as the exclusive supplier of turf maintenance equipment and light utility vehicles for St. Andrews Links of Fife, Scotland. Under a rolling 3-year agreement, the Trust will purchase only Ransomes, Cushman and Ryan equipment to maintain the six public golf courses which form Europe's largest golf complex. The Old Course at St. Andrews has played host to 25 Open Championships.

A similar 3-year rolling agreement has been forged between Ransomes and The Gleneagles Hotel for the exclusive supply of turf maintenance equipment and utility vehicles. Located in Perthshire, Scotland, Gleneagles was from 1987 to 1994 the venue for the Scottish Open, an event which traditionally precedes the British Open.

The exclusive agreement states that only Ransomes, Cushman and Ryan equipment will be purchased to maintain the hotel's grounds and three championship golf courses. Additionally, Gleneagles Golf Developments, a sister company which oversees golf operations at Gleneagles, will be endorsing and recommending Ransomes products on all of the other courses they manage worldwide.

The announcement follows hard on the heels of a similar exclusive agreement made between Ransomes and the Pebble Beach Co. late in 1995. Signed for an initial three years, the two agreements include the option for the partnerships to be extended into the next century.

"The forging of an exclusive partnership with a second world-renowned golfing center such as Gleneagles highlights the

Marketing strategy adds Scottish resorts to list, which includes Pebble Beach

continuing confidence being placed in Ransomes and further strengthens our leadership in the turf maintenance industry," said Peter Wilson, group chief executive for Ransomes plc.

"The extensive product developments of recent years, and the

fact that Cushman and Ryan are part of the Ransomes stable, means that the company is able to supply virtually all of our turf machinery needs," says Jimmy Kidd, director of turfgrass management at The Gleneagles Hotel. "Add to that the solid commitment being shown by Ransomes to the golf industry and the environment, we believe that this agreement will be a major and continuing benefit to Gleneagles and its many visitors from around the world."

Bonetti on board with Golf Ventures

Mike Bonetti has joined Golf Ventures, Inc. (GV) as product manager in the Liquid Fertilizer Division. In his new position, Bonetti's chief responsibilities are to work with Lykes Fertilizer in the formulation, production and delivery of liquid fertilizers to GV customers throughout the state of Florida. Bonetti will assist Lykes in the selection and dry formulations, for optimum plant nutrition.

Bonetti has more than 20 years experience in the industry. Prior to joining GV, for the last 17 years, he was sales manager for Liquid Ag, specializing in liquid fertilizers and fertigation.

In addition to his product management responsibilities, Bonetti also has direct sales responsibilities in the south-east Florida counties of Broward and Dade for GV's Turf Products line.

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UNTREATED

Summer stress conditions can prompt a rapid reduction in turf quality in tees, greens and fairways. By mid-summer, effects of extensive wilt, Localized Dry Spot (LDS) and turf decline are evident on this untreated tee (ladies tee box). Soil cores from symptomatic areas (inset) were powder dry, even after irrigation.



TREATED

Monthly applications of Primer 604 (started in late spring) on the men's tee box (of the same hole), showed superior turf quality. Even under conditions of severe summer stress, no afternoon wilt or LDS was observed. Soil cores from treated tee (inset) were uniformly moist, indicating improved penetration, infiltration and distribution of applied water (rainfall or irrigation).

Ransomes/GCSAA

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"We know that Ransomes is committed to education as evidenced by their support of our Golf Asia '96 seminar program," GCSAA President Bruce R. Williams said. "Our partnership with Ransomes will help GCSAA enhance these seminars for our members across the country."

Paul R. Pesci, vice president of sales and marketing for Ransomes, added: "Ransomes and GCSAA share a mutual dedication to professional development through continuing education. To that end, we are very proud to support the 1996-97 seminar program."

More than 75 educational seminars and sessions will be offered as part of GCSAA's 68th International Golf Course Conference and Show scheduled for Feb. 6-12, 1997, in Las Vegas.



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