

TerraBiotics line adds Hydretain

PRINCETON, N.J. — TerraBiotics, best known for its 1993 introduction of Aqua-T to the turf and ornamental industry and the 1996 introduction of CytoGro, has expanded its environmentally friendly product line with the acquisition of Hydretain in a deal with Ecologel USA, the manufacturer and owner of the Hydretain technology.

Hydretain (U.S. Patents pending) is designed to reduce water usage on a golf course by as much as 50 percent. In effect, it enables a superintendent to tap into the

hidden water source that is always circulating throughout your turf in the form of humidity.

Hydretain works by pulling water from moisture-laden air within the soil and making it available to turf. This action, coupled with Hydretain's ability to also hold free water molecules within the root zone (water that would otherwise be lost to evaporation), results in a significant increase in watering efficiency and lowers overall water usage.

Hydretain is applied by overhead spray or through a



ACQUISITIONS

fertilization system at a rate of four gallons/acre. A typical treatment lasts up to three months and costs under \$100/Acre. Hydretain is fully biodegradable.

Century bolsters Mid-Atlantic presence

MADISON HEIGHTS, Mich. — Century Rain Aid, one of the largest U.S. distributors of landscape and irrigation supplies, has acquired Bay State Irrigation's branches in Laurel, Md., and Richmond, Va.

"Century is very positive on the future growth prospects for the Maryland and Virginia markets," said Wayne Miller, president of Century.

Century's investment in the area will grow over the next several years as it "assembles the top team of people, leading manu-

facturers, convenient locations and services aimed at helping contractors grow their businesses," said Miller.

Century is moving its Savage, Md., branch (formerly a Trickl-eez location) to Bay State Irrigation's quarters at 9125-D Bursa Road in nearby Laurel, Md., to become Century's Laurel branch (301-498-3894).

The other Bay State Irrigation branch, now located in Richmond, Va., will move to Century's present Richmond branch in Midlothian (804-379-2879).

Tessenderlo

Continued from page 51

Tessenderlo in the Kerley management organization.

According to Burns, the new company has ambitious goals to consolidate Hickson Kerley's long-term presence in the U.S. turf care industry, as well as strengthen its relationship with existing fertilizer distributors, turfgrass managers and golf course superintendents.

"The company has a thorough understanding of the U.S. green industry, has access to strategic raw materials and is committed to investing in this company and the fertilizer industry," Burns said.

Burns added that Tessenderlo plans to maintain and build on the Kerley plant nutrient products that golf course superintendents depend on in their businesses. The company will continue to focus on the triazone slow-release nitrogen technology, potassium thiosulfate and other nutritional advancements for the specialty fertilizer market.

NFAI/Sustane

Continued from page 51

lent customer service and information about how to incorporate organic-based turf care products into integrated turf management program."

Sustane's new corporate headquarters is located with its manufacturing facility here in Cannon Falls. In its eighth year of operation, Sustane offers three organic-based turf product lines: Sustane Natural and Organic-based fertilizers, Bio Grounds Keeper thatch management products, and Bolster plant growth supplements. Sustane was founded by Holden in 1987 and merged with Bio Grounds Keeper in 1994.

All of the Sustane products are known for strong research and development, and product efficacy. The tradition of solid research and product development testing is ongoing at more than 15 universities and private research facilities.

Sustane products are distributed throughout the United States, Canada, Europe and the Pacific Rim. For more information, contact a Sustane distributor representative or call 1-800-352-9245.

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