

**M**ARYSVILLE, Ohio — Scotts Company has reorganized its North American Professional Business Group, a move the company said will strengthen distribution and technical sales support, integrate brand management across market segments, and reduce annual operating expenses by approximately \$2.1 million.

According to Scotts, the sav-

## Scotts turns to distributors for golf market

ings will be equally split between reduced head count and lower shipping costs.

In mid-December, Scotts' ProTurf division head count was winnowed from approximately 100 to 40 employees, a reduction of 60 percent.

In turn, Scotts will now sell into the golf market via four indepen-

dent distributors: Turf Partners, Inc., a subsidiary of Eco Soil, in the Midwest and Northeast; BWI Companies, Inc. in the Southwest and Southeast; Wilbur Ellis Company in the Pacific Northwest, and Western Farm Services, Inc. in California.

"We've maintained some of those people for the Tech Rep.

group to work with the distributors," said Kristen Bibby, Scotts' manager of its investor relations office. "So there will still be tech rep., but it will be a Scotts' tech rep. working with a sales person from the distributor."

Scotts is retaining a field sales force and field-based technical group to provide distributors with

product training, address questions from customers, and maintain involvement in university trial work.

The reorganization consolidates marketing, sales management and customer service, into a single group staff. In addition to cutting costs, the consolidation integrates brand management across all customer segments in the Professional Business Group for the first time.

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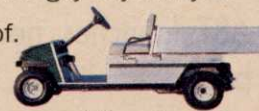
*Sam T. Williamson*



Sam Williamson, CGCS  
Golf Course Superintendent

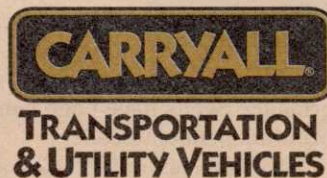


"We needed a vehicle that's user friendly, dependable and maintenance free. We found it in Carryall. These vehicles do their job flawlessly, seven days a week. And that makes my job easier. My Carryalls are strong, fast and totally reliable. They handle our steep grades with ease. They're simple to operate. And my maintenance guy says they're bulletproof. Do an on-site demo, and there's no question that you'll choose Carryall."



Sam Williamson

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## Landmark to handle Scotts seed distribution

By ANDREW OVERBECK

MARYSVILLE, Ohio — In a move to increase its seed business, the Scotts Company has reached an exclusive distribution agreement with Spokane, Wash.-based Landmark Seed Company.

Scotts, which has sold seed direct for the last 35 years, will now be utilizing an extensive distribution network to move its seed products. Under the new arrangement, Scotts will grow, supply and market seed, and Landmark will be responsible for sales, invoicing and distribution. The financial terms of the agreement were not disclosed.

According to Wayne Horman, director of national accounts and the marketing manager for seed, the distribution changes are the first step in making Scotts more of a seed company.

"We have really been a fertilizer company that sold seed. We did not operate as a seed company," said Horman. Citing technologically advanced varieties like Round-Up-ready bentgrass and bluegrass, Horman said it was time that Scotts seed stood on its own and gained an identity.

"We asked ourselves: 'Can we continue to do business the same way?' Probably, we could have kept things the same and continued to grow incrementally every year," said Horman. "But we work in times where small growth is not good enough. We had to change and go in a different direction."

Scotts and Landmark have pulled together an experienced sales team, with the addition of Don Woodall from Burlingham Seeds/ABT and Ray Brubakken and Orlin Reinhold who all have established relationships with distributors. So far, Scotts has 20 distributors across the country. Distributors will now send orders through Landmark,

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GOLF COURSE NEWS