

BRIEFS



HENKEL TAKES HELM AT INGERSOLL-RAND
WOODCLIFF LAKE, N.J.—Ingersoll-Rand Company announced the election of Herbert Henkel as president and chief operating officer, effective April 5. In addition, Henkel has been elected to the New Jersey-based manufacturing company's board of directors. As part of Ingersoll-



Herbert Henkel

Rand's management succession plan, Henkel, 50, is slated to succeed James Perrella as chief executive officer in October. Perrella will continue as the company's chairman. Henkel comes to Ingersoll-Rand from Textron Inc. where he was president and chief operating officer.

AMERICAN CYANAMID NAMES MILLER AS SENIOR TECH SPECIALIST

PARSIPPANY, N.J. — American Cyanamid, a manufacturer of herbicide and insecticide products for professional markets, announced that Kyle Miller has been named senior technical specialist for the company's professional turf and ornamental products group. Miller will provide technical support for current Cyanamid products including Pendulum herbicide, Amdro Pro fire ant bait, and Image1.5 LC herbicide. He will also provide support for Mach 2 turf insecticide, which is marketed by RohMid LLC, the joint venture between Rohm and Haas and American Cyanamid.

RAIN BIRD'S SHREVE TO MANAGE BRANDS INTERNATIONALLY

AZUSA, Calif. — Rain Bird Golf announced that Mike Shreve has assumed responsibilities as international products brand manager. As brand manager, Shreve will advocate for Rain Bird Golf products internationally. He is responsible for meeting sales goals, providing forecasts and marketing analysis and developing marketing programs for golf promotion worldwide.

HIGGINS TAKES MARKETING COMMUNICATIONS REIGNS FOR PTI

SYLACAUGA, Ala. — Pursell Technologies Inc. (PTI), manufacturer of POLYON fertilizer coating technology, announced the addition of Dr. Jeffrey Higgins as director of marketing. Higgins is responsible for all of PTI's marketing communications activities, including advertising, public relations and sales marketing support.

GOLF COURSE NEWS

10th anniversary
SUPPLIER BUSINESS

Terresolve's soy-based, two-cycle oil ready for market

By MICHAEL LEVANS

CLEVELAND — If it were up to Terresolve Technologies Ltd., maintenance sheds around the country would emit the scent of French fries in lieu of burning petroleum oil.

With funding from the United Soybean Board, Terresolve has formulated a soybean-based 2-cycle, air-cooled engine oil, EnviroLogic 440, that it will begin to market into the golf course industry by mid-1999.

"Soy oil is biodegradable, non-toxic, based on a renewable resource and supports the agricultural industry," said Mark Miller, chief executive officer of Terresolve. "It won't kill the grass and it won't leave a long-term sheen on the water if it seeps into the environment. And when it burns you do get an aroma, we've been told, of French fries."

However, soy oil does tend to break down when exposed to oxygen, one of the

curves the company had to overcome.

"We start out with soy oil and do a few things in house to enhance its performance," said Miller. "There are certain performance chemistries that you have to put in as well that enhance wear protection and oxidative stability."



Terresolve's line up of natural lubricants

According to Miller, these additives consist of other natural esters. "The esters are soy, canola, sunflower. Since we're focused on these bio-based products and we understand what it takes to make them work in industrial applications."

Cost may be a hurdle as it moves 440 to market. According to Miller, the raw materials, the base fluids, are more expensive than petroleum. "But we can get pretty close to the prices, maybe one and a half to two times the price," said Miller. "When you consider a gallon of

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NEW MARKET PLAYER

Ecogen teams with Plant Health Care

LANGHORNE, Pa.—Ecogen Inc., a developer of environmentally friendly, microbial biopesticides, announced that it has entered into an agreement with Plant Health Care, Inc., to distribute four bioinsecticide and biofungicide products for control of caterpillars, grubs, powdery mildew and other pests in non-agricultural markets.

The agreement extends for one to three years depending on the product and market.

The products include AQ10 biofungicide, Crymas WDG Bt

bioinsecticide, Lepinox WDG Bt bioinsecticide and Cruiser, and insecticidal nematode product, packaged in granular or powder form for application as water-based sprays.

"We're delighted to have Plant Health Care as a marketing partner in the U.S. to give us a presence in these major non-agriculture markets," said James Reilly Jr., Ecogen's chairman and chief executive officer. "We expect that the efficacy and ease of delivery of our products will enable us to make inroads in these markets."



NEW PRODUCT OF THE MONTH: SWEEP EX

The SweepEx broom is now available as a riding mower attachment kit. This efficient mounted broom makes for fast grounds cleanup and generates minimal dust and flying debris. This makes it safe to use around moving vehicles and pedestrians and extends the life of the mowing equipment versus a rotary broom-style attachment. The mounted broom can be used year round to clear debris, leaves, water, snow and mud. Bristles are made of durable polypropylene. Brush sections can be replaced by simply detaching the end protectors. Widths range from 4'-9'. The SweepEx mounts to riding mowers, utility vehicles, pick-ups, skid steers, buckets, fork lifts and tractors. No hydraulics required. For more information, contact 800-725-8377.

PINTO IS TEXTRON'S PICK FOR EUROPE

PROVIDENCE, R.I. — Harold Pinto has been named managing director of Textron Turf Care and Specialty Products-Europe. Pinto has responsibility for manufacturing operations and sales facilities in England, Germany, France, Italy and Australia.



Harold Pinto

NEW

QUELLTM

Fungicide

Effective convenient 2E formulation

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