

Redexim Charterhouse moves into new digs

PITTSBURGH, Pa.— Redexim Charterhouse Inc. has moved its North American headquarters from Kingston to a new, larger facility in nearby Pittsburgh Township.

The company cited expanding U.S. sales activity as the principal reason for its move.

Sales increased 25 percent in 1998 and year-to-date sales for 1999 are up an additional 28 percent over 1998 figures according to Philip

Threadgold, executive vice president, Redexim Charterhouse Inc.

The new facilities include increased office space and warehouse space for equipment and parts. The new building is situated on a five-acre lot to accommodate additional future growth.

Redexim's turf management products are represented in North America by a network of 47 distributors.

AquaSO2

Continued from page 39

lion (ppm) — now they are around 20-30 ppm," said Shrum. When Shrum flushed the greens last year, he noticed the benefits immediately. "The water was going in clean and coming out pretty gucky," said Shrum. "That proves that the water is mobile enough to get through the system."

For his two courses, Shrum burns 40 tons of elemental sulfur a year at a cost of around \$14,000.

George Frye, superintendent at the Ocean Course in Kiawah Island, S.C., deals with substantially worse water but has had similar results. "We have a bicarbonate count of 1,100 ppm, a carbonate count of 500 ppm and high sodium levels," said Frye. "The SO2 generator has reduced these allowing us to maintain the course at the required level."

Additionally, Frye is now using 15 percent less water and applying fewer chemicals and fungicides. "We are getting more results out of the water we are using and the soil profile has improved the vigor of the turfgrass to the point where it is less susceptible to disease."

An AquaSO2 generator costs between \$12,000 and \$30,000 depending on the size of the unit. The company sells or rents the units to courses and charges a one-time set-up fee of \$500. "We also assist in getting the machine up and running and we train the staff and do ongoing consulting to make sure the machine is performing adequately," said Webb. AquaSO2 completed the expansion of its manufacturing facility in Bakersfield this month and expects to up production from 15 a month to 60 a month by the end of November.

"We have been selling everything we can build," said Webb. "The new facility in Bakersfield will help us meet demand and we are planning to open a new facility in Dallas and eventually one in the Southeast, either in Charleston, S.C. or Jacksonville, Fla."

Webb is also working to build a distribution network that will include expanding into the Midwest, the Northeast and internationally.

"We are gathering the staff that is going to help us penetrate these markets," said Webb. "The Midwest and the Northeast have tremendous potential. I have also visited Europe and have gotten requests from China and Malaysia. They all have similar problems that we can help to remedy. Our market is substantial over there."

With this kind of growth on the horizon, Webb expects the company to go public in the next 18 to 24 months.

Certain to drive AquaSO2's growth, is the increasing reliance of golf courses on smaller water supplies and effluent or inferior irrigation sources.

"With more courses going to effluent water, they are going to have to have an SO2 generator in order to maintain courses at the levels expected," said Webb. ▴

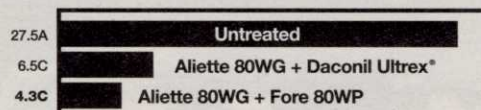


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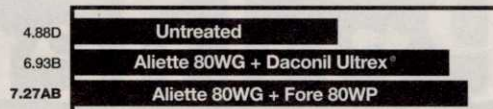
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Source: Martin, Clemson University, 1996

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