

BASF closes American Cyanamid acquisition

By ANDREW OVERBECK

RALEIGH, N.C. — The consolidation trend in the agrochemical industry continues to march forward as BASF announced July 1, a mere three and a half months after signing an initial contract, that it has closed its acquisition of American Cyanamid. The two companies are now on the integration fast track to sort out the product lines that will be handled by BASF's TopPro subsidiary and which ones will be handled by BASF Specialty Products.

"As we look forward we are going to try to draw the line that BASF Specialty Products will continue to sell and handle the proprietary products that service our markets. TopPro will tend to handle the generic or commodity type products, although that line gets fuzzy and we are trying to figure out which shop some products belong in," said Steve Briggs, the former head of American Cyanamid's Specialty Products Division and now vice president of Memphis, Tenn.-based TopPro.

Bill Baxter is the new head of the turf and ornamental group of Raleigh-based BASF Specialty Products.

While BASF has set a target date of Oct. 1 to have both companies operating as one, in the short term products will still be available through normal channels.

"We are going to run both businesses 'as is' to satisfy customer needs and demands," said Briggs. "By early 2001 we will figure out what's best for both the customers and the organization."

Briggs expects to have 90 percent of the product line determined this fall, but the other 10 percent may take until 2001.

PENDULUM

"Pendimethalin (Pendulum) is an example of one that we are struggling with right now," he said. "We use a lot of the field people in BASF Specialty Products to help service that product. But since it is older and has some possible pending generic competition, it may be best to keep it in TopPro. We have to decide whether to change the business philosophy and hire more people in the field or do something different on the distribution end to make it work."

MACH 2

Another product that is up in the air is MACH 2, the popular insecticide that was developed jointly by American Cyanamid

Continued on page 29

Cagle wins Master Greenkeeper designation

Stuart Cagle, superintendent at Old Oakland Golf Club, in Indianapolis, has been named a Master Greenkeeper (MG). He is the sixth MG in the United States and the 23rd in the world. The presentation of his blazer, plaque and badge will take place in January in Harrogate, North Yorkshire, England, at the annual show of the British and International Golf Greenkeeper Association (BIGGA), which administers the MG

program. The MG program is similar to the certification program run by the Golf Course Superintendents Association of America, but the examination is more in-depth, consisting of two three-hour essay exams and a thorough review of the applicant's golf course, including everything from playing conditions and maintenance facilities to safety records and staff uniforms.

IMG TO PUT ON BARCELONA SHOW

BARCELONA, Spain — Barcelona European Golf Show (BEGS), a new exhibition organized by International Management Group (IMG) has been inked for a debut Feb. 16-18, 2001 here in Barcelona. Show organizers cite the current lack of exhibition in Southern Europe and the status of Spain as the current European golf tourism "hotspot" as the main reasons for investment.



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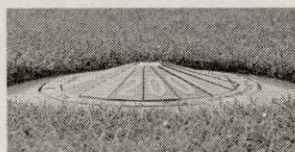
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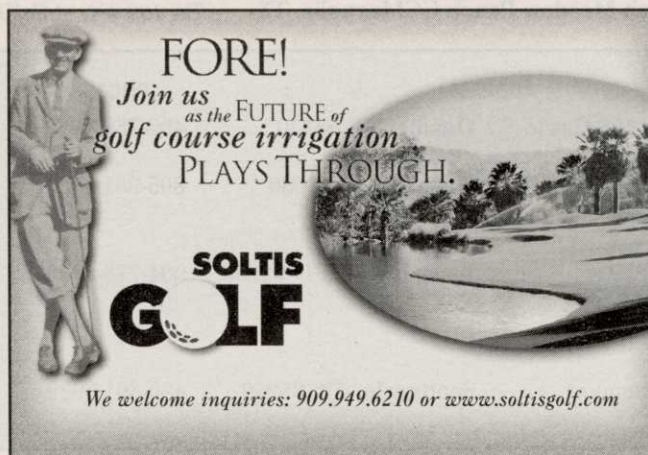
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BASF sorting out product lines

Continued from page 3

and Rohm and Haas Co. The contract between the two companies stipulates that if one of the partners is involved in a merger or acquisition with another company, the remaining partner has the first option to retain the company (RohMid LLC), sell it to the other party or continue the joint venture with the new company.

"It resides more on the legal side at this point," said Briggs. "But Rohm and Haas is in the driver's seat—it is up to them to buy, to pass or to renegotiate [the joint venture]."

Once the product lines are sorted, BASF Specialty Products and TopPro will run as parallel businesses servicing a similar customer base with different products. "Being a commodity company we will concentrate on the distributor side and BASF Specialty Products will use more sales representatives to focus on the end-user," said Briggs.

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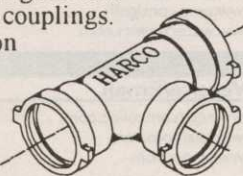
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