

BRIEFS

BASF APPOINTS HUHN

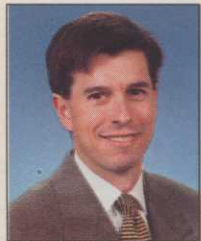
RESEARCH TRIANGLE PARK, N.C. — BASF has appointed Ted Huhn to the post of senior sales representative for the company's turf and ornamental group. Huhn will be responsible for sales in the Northeast. He previously held sales positions with Imperial Chemical Industries and Sandoz.



Ted Huhn

TORO NAMES FORD TO VP POST

BLOOMINGTON, Minn. — The Toro Co. has named Tim Ford vice president and general manager of its Commercial Division. Ford will oversee all aspects of product development, sales, marketing, service and manufacturing of golf and grounds maintenance products. Prior to joining Toro, Ford was vice president and general manager of Honeywell's Home and Building Controls.



Tim Ford

GASPERINI JOINS RISE

WASHINGTON — Frank Gasperini has joined RISE (Responsible Industry for a Sound Environment) as the new director of state issues. His responsibilities include overseeing state and local regulatory and legislative issues for the association. Gasperini has been in the agricultural and specialty crop protection/pesticide business since 1975. He has experience in a variety of roles ranging from sales and marketing management to environmental issues with DuPont, Gowan, Lesco and Van Waters & Rogers. In addition, he has served on a number of committees and work groups for RISE and the American Crop Protection Association and is a past chair of the RISE Issues Committee.



Frank Gasperini

Flowtronex forms alliance with AQUA SO₂

Agreement completes company's IWM division

By ANDREW OVERBECK

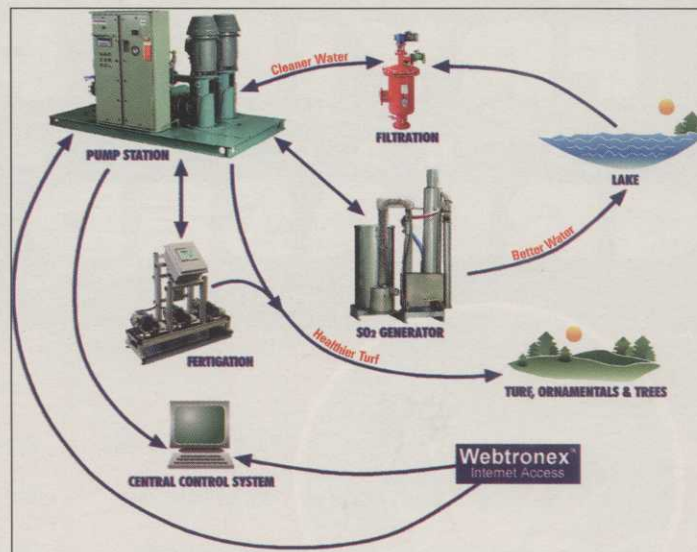
DALLAS — Flowtronex PSI has rounded out its new Integrated Water Management division by forging an exclusive marketing alliance with Aqua SO₂.

The California firm, which manufactures SO₂ generators that control the pH and bicarbonate levels in the water supply, is the final piece of

quality as much as water quantity," said Tom Male, director of sales. "Water is becoming a scarce resource and quality is becoming a huge issue. Irrigating with quality water increases turf health while decreasing water and energy consumption."

INTEGRATED SYSTEM

Flowtronex will now be able to offer all of these add-on com-



The Integrated Water Management division offers water quality solutions.

Flowtronex's effort to provide add-on components that optimize water quality. The Integrated Water Management division (GCN Sept. 2001) will combine fertigation, pH control and filtration into a single intelligent system.

"We need to focus on water

ponents with integrated central controls and single source accountability.

"The equipment will all be integrated on the central computer which will allow it to be controlled and monitored remotely," said Male.

Continued on next page

PBI Gordon ready with new SpeedZone herbicide

By ANDREW OVERBECK

KANSAS CITY, Mo. — In the face of its recall of Bensumec 4LF, PBI Gordon Corp. is pressing on with the introduction of a brand new selective broadleaf herbicide that is both fast acting and effective in cool weather conditions.



Bill Brocker

While carfentrazone has long been used in agricultural markets, PBI Gordon has purchased the turf and ornamental rights to the chemistry from FMC. The company recently received registration from the Environmental Protection Agency and will introduce the product under the SpeedZone brand name for the 2002 season.

"When combined with phenoxies, carfentrazone brings new attributes to weed control," said Bill Brocker, vice president of marketing. "It works extremely well in cool weather, below 50 degrees, and it is fast. There are visible results in 24 hours and you have completely dead, dry, shriveled weeds in three to seven days.

"This puts us in a unique position in the market," he continued. "It can be used very early in the spring and very late in the fall to control weeds when they are germinating."

According to Doug Obermann, the turf and ornamental marketing manager, SpeedZone and its allied formulas have a lower level of active ingredient than other products on the market. "It has a lower impact," he said. "That has helped us get it through the EPA registration process faster." It also means that the product, which is rain-fast in just three hours, will carry a "caution" label instead of a "danger" label.

While studies show that SpeedZone is very effective against hard to kill broadleaf weeds like ground ivy, white clover and spurge, the company is still testing the product's safety on bentgrass greens.

"SpeedZone will be perfect for use in fairways and

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Doug Obermann

Simplot Partners ends affiliation with financially troubled Eco Soil

SAN DIEGO — The J.R. Simplot Co. has completed its acquisition of Eco Soil System's Turf Partners. Simplot, which has been operating the unit as Simplot Partners since July 2000, concluded its affiliation with the financially troubled Eco Soil in late September with the purchase of a group of specialty products.

The line of forty products include soil surfactants, wetting agents, spray dye indicators, foliar nutrients, biostimulants, spray adjuvants, and tank cleaners.

"This is a significant acquisition for Simplot Partners and our customers," said Nick Spardy, vice president and general manager. "We have been the exclusive distributor of these products for some time, and now we can

offer greatly improved service in terms of delivery and availability."

A MAKE GOOD SALE

It has been reported that the sale was the result of a dispute between Simplot and Eco Soil over improper transferring of funds before the Turf Partners acquisition. To settle the matter, Eco Soil agreed to give Simplot a \$3.75 million credit.

According to a recent filing with the Securities and Exchange Commission, Eco Soil's auditors have resigned, in part, because of the dispute. Eco Soil is struggling to reorganize the company and sell "non-core" assets. Nasdaq stopped trading in Eco Soil's shares Sept. 5, and its stock last closed at \$.10.

— Andrew Overbeck

SOME OF THE PRODUCTS ACQUIRED BY SIMPLOT:

- 6 IRON PLUS FERTILIZER
- BRILLIANCE AND RELY II
- WETTING AGENTS
- TRIDENT BIOSTIMULANT

Syngenta rolls out greencastonline.com

GREENSBORO, N.C. — Syngenta Professional Products has officially unveiled Pest Outlooks, its online insect and disease prediction service. The Web site, which was demonstrated at the GCSAA Show in Dallas, (GCN April 2001) is one of the first components under the company's GreenCast brand that it has created to offer customers a range of value-added information and technology services.

Located at www.greencastonline.com, Pest Outlooks is a proprietary service available only to Syngenta customers. It was developed in partnership with Pest Forecasting Group and top university researchers. Using weather data from the National Oceanographic and Atmospheric Administration, historical data and pest models, the service identifies weekly climatic conditions that favor outbreaks of a variety of diseases and insects.

"We think that by putting the best, most up-to-date information in the end user's hands, we can make their jobs easier and allows them to better manage their resources," said golf market manager Dr. Joe DiPaola.