

## 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 SO<sub>2</sub>

Agreement completes company's IWM division

By ANDREW OVERBECK

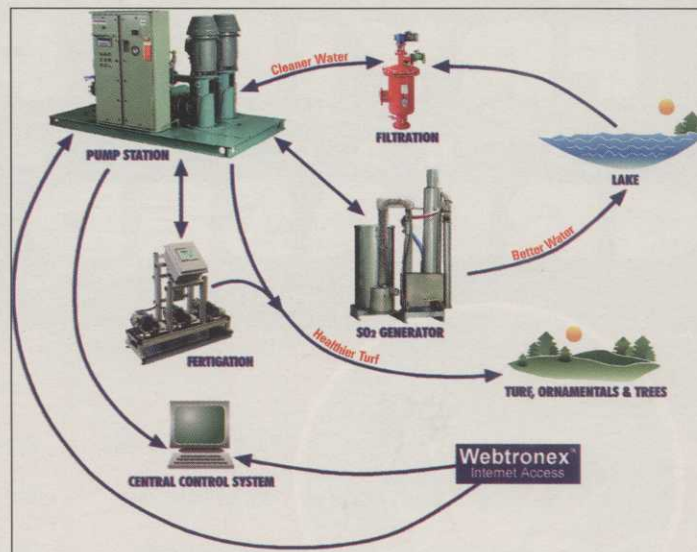
DALLAS — Flowtronex PSI has rounded out its new Integrated Water Management division by forging an exclusive marketing alliance with Aqua SO<sub>2</sub>.

The California firm, which manufactures SO<sub>2</sub> 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.

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## 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.

## AQUA SO<sub>2</sub> looks to grow in golf market

GRASS VALLEY, Calif. — AQUA SO<sub>2</sub>, a manufacturer of sulfur burners that control water pH and improve soil health, is set to gain national exposure in the golf market following its alliance with pump station manufacturer Flowtronex.

Even before the agreement, however, the small company had

been growing steadily. It recently installed a system at the Old Course in St. Andrews, Scotland and added two high-profile technical advisors to its staff.

George Frye, former superintendent at the Ocean Course in Kiawah Island, S.C. has joined the staff as the vice president for East Coast operations and Carl King,

former superintendent at LaQuinta Country Club, is handling sales in southern California.

According to company president Jim Webb, the company is also working to add a soil management injector that would provide calcium, gypsum and other soil amendments through the irrigation system.

## Flowtronex

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According to national sales manager Allen Olson, single source accountability will further streamline the process. "Contractors were adding these systems after the fact and messing with the flow sensors," he said. "So we were getting involved anyway. Now we can control the system and modify it before it hits the field. It will simplify the operation."



The system will arrive at courses as one unit and will be installed and serviced by Flowtronex's national dealer network. Flowtronex produces the filtration and fertigation systems and AQUA SO<sub>2</sub> will ship its units to Dallas from its manufacturing facility in Bakersfield, Calif.

Flowtronex will be tweaking the SO<sub>2</sub> system to automate it and improve the pH sensing devices so that they can be controlled remotely.

"This is going to tie in really well with the golf market," said AQUA SO<sub>2</sub>'s president Jim Webb. "We will improve our automation and pH control and will work closely with Flowtronex and their dealer networks as a technical advisor."

The add-on units will increase the cost of a pump station. The SO<sub>2</sub> system will cost \$15,000 to \$25,000 and the Nutrifeed fertigation system will cost \$8,000 to \$16,000.

### MORE TO COME

Going forward, Flowtronex will look to increase control and monitoring capabilities of the systems. "For example, we are looking at controlling oxygen and salt content," said Male. "Looking at the future, there will be more than just these three devices."

For now, however, Male is bullish about attacking the market with the newly bundled technology. "The largest potential market is the existing courses," he said. "There are more than 10,000 courses that have problems that this system could solve." ■

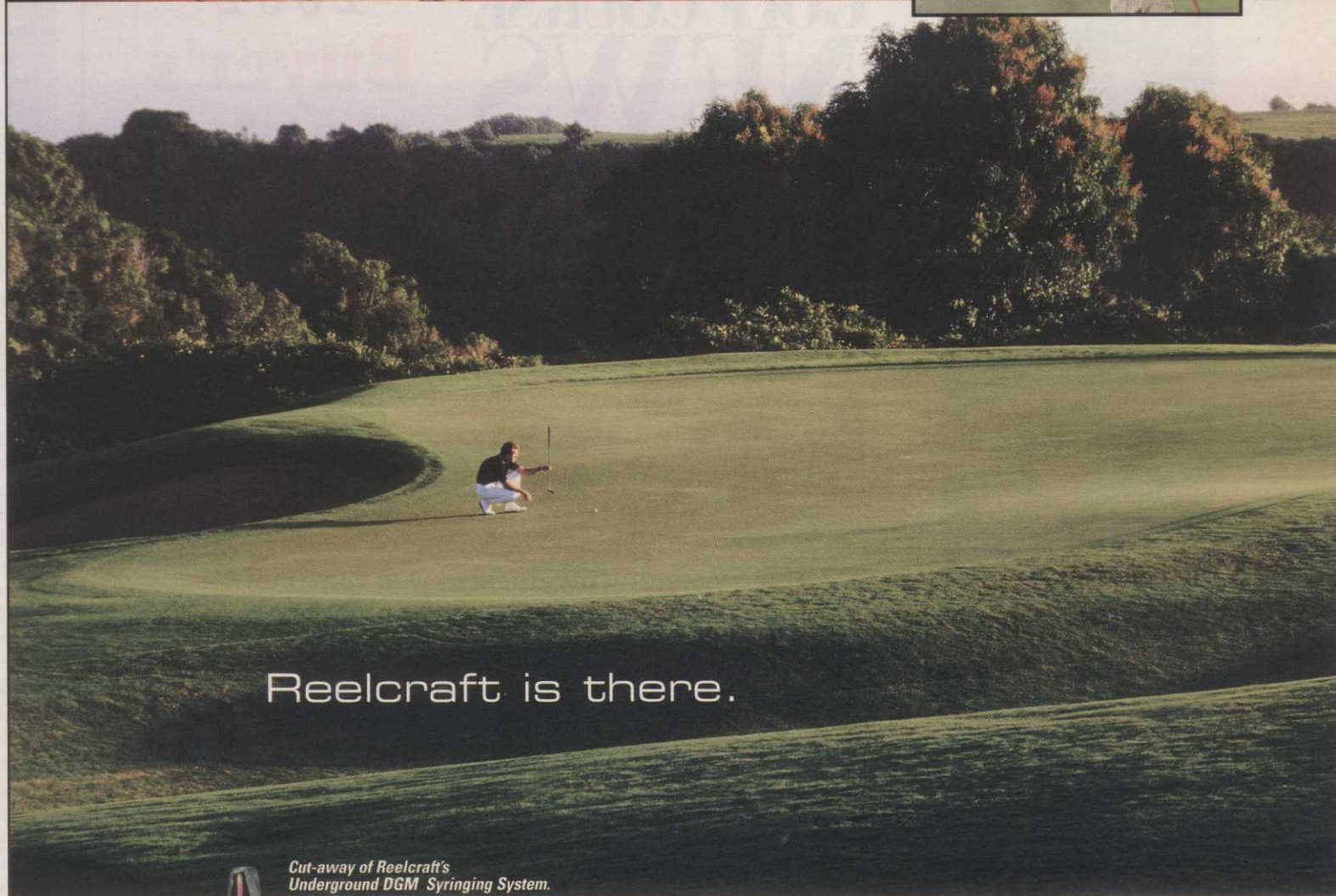
GOLF COURSE NEWS

## E-Z-GO, ProLink top 200-course mark

ProLink and E-Z-GO continue to install the ProLink System at golf courses at a strong pace. There are currently 204 courses that use the ProLink System.

Among recent courses to sign on are: The Experience at Koele (Lanai City, Hawaii - 65

cars); Wolf Creek GC (Americus, Ga. - 75 cars); Wil- lows Run GC (Redmond, Wash. - 100 cars); Avalon GC (Burlington, Wash. - 75 cars); Druids Glen GC (Covington, Wash. - 60 cars); and Towa Resort (Santa Fe, N.M. - 65 cars).



Reelcraft is there.

Cut-away of Reelcraft's Underground DGM Syringing System.



Patent Pending

**Reelcraft is everywhere.**

But don't expect to see it on your approach.

Introducing Reelcraft's Direct Underground Maintenance Retractable Hose Reel System, or DGM, which is specifically designed for syringing golf course greens. The DGM system features a 75-foot, 3/4" I.D. retractable water hose installed underground at each green. The system enables the superintendent to quickly and easily syringe the green when necessary and to just as quickly retract the hose

out of the way—and out of sight—when finished.

The DGM system allows for a quick response in urgent situations such as extreme heat stress or dry conditions, while preserving the quality of the golf course by reducing turf wear and tear from driving carts and dragging hoses. In addition, hand watering allows for a more even and isolated watering distribution on the green.

So, if your greens are giving you the blues, get back on par with the Reelcraft DGM watering system.

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