

AQUA SO₂ looks to grow in golf market

GRASS VALLEY, Calif. — AQUA SO₂, 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 SO₂ will ship its units to Dallas from its manufacturing facility in Bakersfield, Calif.

Flowtronex will be tweaking the SO₂ 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 SO₂'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 SO₂ 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." ■

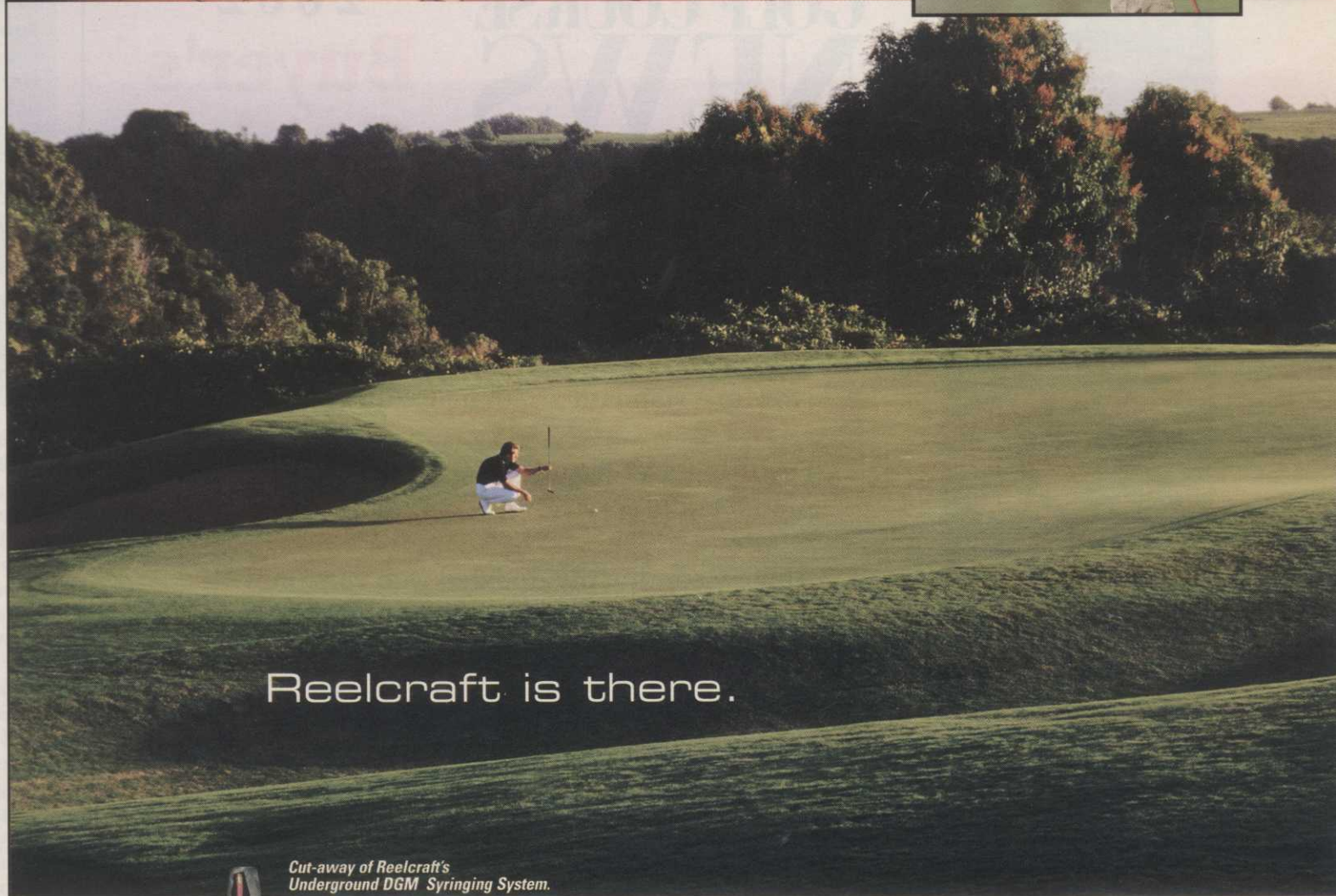
GOLF COURSE NEWS

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).



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