

Cleary chooses Lesco for Endorse launch

DAYTON, N.J. — Cleary Chemical has signed an exclusive national distribution deal with Lesco and has authorized several other independent regional distributors to launch its new Endorse fungicide.

"Lesco and the other leading distributors we chose are all well positioned to market Endorse," said Cleary Chemical general manager Don Breeze. "They have a high level of customer service and pay special attention to fulfilling

customer needs. Both are critical for the launch of a new product."

Endorse, the first translaminar, systemic antibiotic fungicide for turf, is a consistent, broad-spectrum tool to control diseases in warm- and cool-season grasses.



NEW PRODUCTS

GreenSaver keeps it cool

Broyhill has introduced the GreenSaver fan that is designed to dry greens quickly and prevent disease and root-zone burning. The dual-speed, high-velocity fan has a temporary silencer button for constant quiet operation. The pole-mounted and portable models can be installed as far as 50 feet away from the green with maximum undisturbed airflow up to 200 feet. For more information, contact 1-800-228-1003 or www.broyhill.com.



Broyhill's GreenSaver fan

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- L. Golf Course Management Company Executive
- B. Green Chairman/Grounds Director
- C. Director of Golf/Head Pro
- D. Club President
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- G. Builder/Developer
- H. Architect/Engineer
- I. Research Professional
- Z. Others allied to field: (please specify) _____

2 My primary business is: (check one only)

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- 27. Practice Facility
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3 Number of holes:

- A. 9 holes
- B. 18 holes
- C. 27 holes
- D. 36 holes
- F. More than 36 holes
- Z. Other (please specify) _____

4 Purchasing involvement: (check all that apply)

- 1. Recommend equipment for purchase
- 2. Specify equipment for purchase
- 3. Approve equipment for purchase

Next generation bentgrass

Lebanon Turf Products has introduced Independence creeping bentgrass that was bred for improved turf quality and overall dollar spot resistance. Independence features traffic tolerance, improved mowing qualities and brightness of color. It develops a medium dense, fine-textured turf without excessive thatch, allowing for easier topdressing. The bentgrass is an upright, aggressive variety that establishes rapidly and recovers quickly from ball marks and divots and can be used on fairways, tees and greens. Independence will be available Sept. 1. For more information, contact 1-800-233-0628 or www.lebturf.com.

Fairway Golf Cars

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"But we have the product expertise in the golf market."

In addition to its 330-pound Spirit adaptive car with hand controls, the company has introduced its Single Rider 8000 one-passenger car and its Freedom Walk power caddy.

The Single Rider 8000 weighs in at 480 pounds and looks and drives like a two-passenger golf car. Braun said the vehicle is geared toward the mildly disabled golfer, but also expects in the long-term that the single rider concept will catch on as a golf course fleet vehicle. The company has already installed a fleet of Single Riders at The Village at Lady Lake in Florida.

"Over time we think this car can speed up the game and help retain those three million people that leave the game of golf because it takes too long," said Braun.

The Freedom Walk power caddy is geared toward golfers who still enjoy walking, but don't have the stamina to carry a golf bag for 18 holes. It operates via handle controls or has a cruise control mode that allows for hands-free operation.

Since the Justice Department has yet to directly force golf courses to supply adaptive cars as part of the Americans with Disabilities Act, Braun said the market is limited to golf courses that are being proactive.

While the company has already signed exclusive contracts with the Waukesha and Milwaukee park systems, Braun said the marketing job is just beginning.

"If the car just sits there all summer unused, then people will say that they don't need the product and that will make it harder to develop the market," he said. "Our job is to promote the product and make sure that they use it."

The Spirit retails for \$4,495, the Single Rider 8000 for \$3,700 and the Freedom Walk for \$2,495. ■

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