

## Club Car meets new ISO standards

AUGUSTA, Ga. — After a comprehensive audit of the company's manufacturing systems and processes, Club Car has met the International Organization for Standardization's upgraded ISO 9001:2000 standard quality criteria.

ISO 9001:2000 is a quality assurance model used by companies that design, produce, inspect, test and service products.

"ISO 9001 certification assures our customers that quality is the result of a highly regimented, consistently applied process that drives continual improvement," said Gary Lewis, quality assurance manager for Club Car.

Under Lewis' direction, a 25-member

management team led Club Car through an eight-month process to evaluate hundreds of systems and processes prior to an independent audit conducted last month. As part of its preparations, the team rewrote the company's quality system manual, trained Club Car associates and conducted internal audits against the new standards.

"Throughout the entire development of a quality management system, our objective was to ensure continual improvement with an emphasis on customer satisfaction," said Lewis.

Club Car is among a small number of manufacturers that has converted to the

new standard. It is estimated that only five to 10 percent of U.S. companies have completed the upgrade process. All ISO-certified companies must upgrade to ISO 9001:2000 by Dec. 15, 2003.

## Novozymes breaks ground on new HQ

ROANOKE, Va. — Novozymes Biologicals Inc. has broken ground here on a new 20,000-square-foot facility that will house the company's business operations and research and development laboratories. The company will relocate from its existing facility in Salem to the Roanoke County Center for Research and Technology in the fourth quarter of 2002.

"This expansion marks the beginning of an important new chapter for Novozymes as we continue to grow and introduce new products in the turf and ornamental markets," said company president Ted Melnik.

## MGI's Laser caddie

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"At a course that has 30,000 rounds a year, up to 40 percent walk. This would provide an extra revenue stream for the owners,"

Bouzan said. "You don't get any profits from a \$2 pull cart. With six caddies rented at \$8 each 700 times a year, they pay for themselves."

While the numbers add up to Bouzan, he realizes that he faces an uphill battle.

"This will be an education effort," he said. "The baby-boomers are the biggest walkers and they are starting to pick up these units. If I lowered the average age of my customers from 57 to 55, I would not be able to supply the demand in the market." ■



The Laser power caddie

## Rain Bird rolls out renovation financing

AZUSA, Calif. — Rain Bird has introduced Rain Bird Financial Solutions to help golf courses finance irrigation renovations.

The new program, run by Bankgroup Financial Services, offers customers flexible payment options and terms, may include all hard and soft costs and requires

no real estate collateral.

"We recognize the importance of financing for renovation projects," said Chris Fay, Rain Bird's golf division director. "Our financial solutions program is designed to make the process easier for golf courses that want to invest in their long-term viability."

## BASF expands fungicide portfolio

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other two strobilurins currently on the market.

"The main distinctive feature is that Insignia offers significant suppression of dollar spot and will be the first in this class of chemistry to be registered for control of bentgrass dead spot," said Henry Wetzel, biology product leader. "Overall, if you compare it to others, we are closer to Heritage because we provide up to 28 days of control and Compass is a 14- to 21-day product."

Wetzel expects the product to have strong applications in the northern U.S. for snow mold protection and in the Mid-Atlantic and Midwest for control of brown patch. "It will be used as far south as

bentgrass can be grown," he added.

Insignia is intended for use as a preventive fungicide and should be applied several weeks before disease outbreak. "If a course has a full-blown disease outbreak it should go with a contact type product and then follow up with Insignia."

Since strobilurins attack the same site in a fungus, a key concern is resistance management.

"There is documented resistance with pythium, anthracnose and gray leaf spot," said Wetzel. "Therefore we would not want courses to use this product for more than one-third of its applications for any disease."

That is where Emerald comes in, said fungicide marketing manager Greg Thompson.

"We are trying to make new products and chemistries we think will help with resistance issues," he said. "We have products like Insignia that offer better efficacy

and better broad spectrum controls and we have products like Emerald that offer the specialized dollar spot control. We have other products in the pipeline that offer other modes of action that will further help manage against resistance issues."

### END-USER FEEDBACK

While both products are awaiting registration, BASF has turned to superintendents like Fred Biggers at the 45-hole Wintergreen Resort in Wintergreen, Va., for feedback.

Biggers has tried both products over the last two years on the newest nine holes at the facility that opened in 1998. The layout is all bentgrass and is situated

in a very hot and humid environment.

"I used Insignia as part of my preventive program for tees, greens and fairways," said Biggers. "It is very similar to Heritage and we have applied it every two weeks and seen very little if any pythium or brown patch. It is better than Heritage on dollar spot."

Biggers has been testing Emerald in a separate area and has had 28-day control of dollar spot.

"We had a par-3 fairway that was infested with dollar spot. We got it under control with Emerald and gave it a light fertilization and it is perfect now," said Biggers. "Emerald would make a good tank mix with Insignia." ■

## Bayer's fungicides

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that add value to the market."

One of the potential product combinations is Compass and Chipco 26 GT to provide resistance management, broad-spectrum control and full dollar spot control.

### AN EXPANDED NEW PRODUCT PIPELINE

Bringing the two companies together also has resulted in a stronger new product pipeline.

"In addition to three new insecticides and two new herbicides, we have four new fungicides in development right now," said Carrothers. "This is where we really benefit the superintendent. I don't think they care if we are bigger, but they do care when we can bring new technology to them on an ongoing basis."

While he couldn't go into specifics about the new fungicides, Carrothers said they included different active ingredients and more choices to combat resistance. The new products are approximately three to five years away from production.

Research and development efforts will

also be doubled.

"If a company today is serious about bringing new technology to market they need to be spending on research and development," Carrothers said. "The combined company will have the needed level of investment in research and development to bring forward new technology. That is primarily what is driving these acquisitions and mergers because it is extremely expensive over the long-term to fill the pipeline."

As the merging process continues, Bayer ES will be sorting out its sales force, technical support and distribution channels.

"What won't change is superintendents will continue to have continued access to some of the most trained and experienced sales representatives and field development people that are available today," said Carrothers. "This is an extremely competitive business and the fact that we are bigger in no way changes the fact that we have capable competitors. Look at Syngenta and the portfolio they bring. The superintendent does not have to do business with us unless we are bringing the service and technical support that helps them solve problems." ■

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