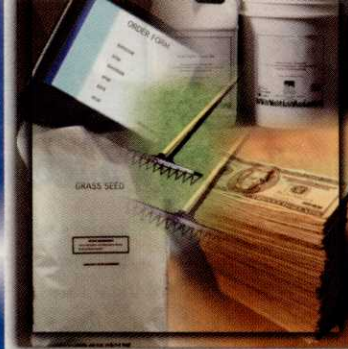


# SUPPLIER BUSINESS



## BRIEFS

### BASF APPOINTS TOCE

RESEARCH TRIANGLE PARK, N.C. — BASF Corp. has appointed Mike Toce business manager for the company's professional turf and ornamental group. Toce will assume responsibility for all aspects of sales and marketing in addition to overall business development involving new products and acquisitions. Prior to this appointment, Toce was the business manager for BASF's Forestry group. Before that he was sales manager for the turf and ornamental group.

### GUGLIOTTI JOINS BIOSAFE

GLASTONBURY, Conn. — Melissa Gugliotti has joined BioSafe Systems as sales director for the aquatics market. Gugliotti's addition to the BioSafe team is in preparation for projected growth throughout 2003. Her responsibilities will include managing distribution, customer relationships and product development of GreenClean Pond Treatment as well as other products introduced into the aquatics market by BioSafe Systems.

### FORE-PAR EXPANDS OFFERINGS

BUENAPARK, Calif. — The Fore-Par Group, based here, recently purchased and consolidated the operations of Fore-Par, Range Land USA, Santiago Golf Car Supply and American Turf Services to become one of the largest distributors and manufacturers of driving range equipment, golf course amenities and golf car parts and accessories. The company has also signed a contract with Evergreen Alliance to supply its 45 golf courses with a full range of accessory and amenity products.

### AQUATROLS NAMES CONARD

CHERRY HILL, N.J. — Aquatrols has named Kathleen Conard territory manager for the Mid-Atlantic region, including eastern New York, eastern Pennsylvania, New Jersey, Delaware, Maryland and Virginia. Conard has worked Aquatrols' corporate marketing department for more than 15 years.

## Flowtronex adds RO, oxygenation to IWM offering

By ANDREW OVERBECK

DALLAS — Flowtronex PSI Inc. has added reverse osmosis and oxygenation systems to its growing stable of Integrated Water Management solutions. In addition to its line of pump stations, the company sells fertigation, pH control, irrigation and filtration products.

The new reverse osmosis (RO) product has been developed in conjunction with Water Equipment Technologies, a Florida company also under the ITT umbrella. The RO system is made up of a semi-permeable membrane that blocks the transport of salts or other solutes.

RO systems were developed for large-scale projects that needed to turn salt water into irrigation-quality water, but they have typically been too expensive for smaller applications. However, as

cost has come down, golf courses have made use of the technology. Systems are in place at multiple courses in Florida that have turned both high-chloride and brackish water into a suitable irrigation supply. The systems are capable of producing 400,000 to 1,600,000 gallons per day (gpd).

"They are now getting the RO units down cost-wise where it is not only an effective means of removing sodium from water but it can be used in brackish water, poor well water or even effluent water depending on what part of the country you are in," said Flowtronex fertigation national sales manager Alan Olson. "In the past they were used when it was impossible to grow grass without it, now they are being used where you are valuing the improvement in grass quality that you get from higher quality water."

While cost for an RO system

depends on the size, capital costs for brackish water RO ranges from \$0.60 to \$0.90 per gpd of capacity for equipment, installation and commissioning costs. Operating costs range from \$0.70 to \$0.85 per 1,000 gallons of product water based on a power cost of \$.08/kwh and membrane life of five years.

"Since most municipal supplies range from \$1.50 to \$3.50 per thousand gallons these plants are a very competitive alternative to purchasing water," said Water Equipment Technologies general manager Jorge Menningmann. "They also



Flowtronex's new ultra-efficient oxygenation system

have an advantage over reclaimed wastewater by providing a con-

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## Simplot T&H looks for strong 2003

By ANDREW OVERBECK

BOISE, Idaho — Despite a slowing golf economy, Simplot Turf and Horticulture posted 10 to 15 percent sales growth in 2002 and is looking ahead to an equally successful 2003.

"With the economy, golf course budgets being slashed, and construction plateauing, it is obviously a time of change for our industry," said Joel Barker, vice president and general manager for Simplot Turf & Horticulture. "But when we look at our business and the activity in golf, we feel good about where we are."

Barker said the company's Simplot Partners distribution arm, which it formed in 2000, is driving much of the firm's growth in the golf market. Simplot Partners covers every part of the country except the Southeast.

"They have had a real renaissance within the past year," he said. "We have concentrated on pinpointing

Continued on page 18

## DLF completes Cebeco integration, changes name

By ANDREW OVERBECK

HALSEY, Ore. — DLF-TRIFOLIUM has completed the integration process following its take-over of Netherlands-based Cebeco Seeds Group Jan. 31. The deal was initially signed in mid-December.

As part of the process, the combined company has changed its name to DLF International Seeds and has relocated its offices to Cebeco's Halsey location. As a result of the merger, the company has reduced its workforce by 25 percent. DLF's



Claus Sass is the new general manager, Cebeco's Brad Dozler is the national sales manager and DLF's Rick Myers is handling domestic sales manager responsibilities.

While the buy-out was largely driven by the two companies' desire to increase their dominance in the European market, the purchase will affect the U.S. marketplace. DLF will expand its presence in the forage market, but it has also gained instant access to the golf market through Cebeco. "DLF had done very little in golf,"

said Myers. "Golf is now strong. Cebeco has rights to the American Golf contract and they have a strong presence in the Southeast through a distribution contract with Harrells. It fills a very large void for us as far as the golf market goes."

Myers also said the combined company will be bringing more new products to market in the very near future.

"We will be introducing a lot more new products through our research and development in Europe and the United States," he said. "There will be new products coming down the line."

## Lesco reports higher sales, dramatic expansion plan

CLEVELAND — In its full-year 2002 report, Lesco Inc. said it posted higher sales and net income for 2002. The company also announced that it has opened three new regional distribution hubs and that it was moving forward with plans to dramatically expand its Service Center outlets.

Net sales were \$511.7 million, up 1.5 percent from the \$504.3 million reported in 2001. Lawn care sales increased 5.4 percent to \$281.7 million, but golf sales remained flat for the year (\$152.7 million versus \$152.6 million).

Fourth quarter results, however, were promising with lawn care and golf sales up 5.9 percent

and 2.7 percent, respectively.

"We used the second half of 2002 to position Lesco for growth in 2003," said president and CEO Michael P. DiMino. "We have restructured the sales force, increasing our direct sales force by 60 and changing our commission programs to reward superior performance. These efforts have already contributed to sales growth as demonstrated by the sales increase in the fourth quarter."

To increase sales, Lesco has added new distribution hubs in Chicago, Atlanta and Plano, Texas. The hubs are state-of-the-art distribution facilities, each designed to serve more than 70 Lesco Service

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## Simplot T&H expects L-93 decision soon

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areas of the country that are strategic to us and we have further defined our product line. We have also added key sales representatives and streamlined operations and logistics to allow us to get more direct contact with the superintendent.

"Superintendents are faced

with tightening budgets and higher expectations, so we need to build on what we did last year by continuing to bring value to their business," Barker added.

This spring, Simplot Partners will also introduce improved formulations of its surfactant, adjuvant and soluble fertilizer products that it acquired from

now-defunct Eco Soil Systems.

Activity is also picking up on the Jacklin Seed side of the business. In the latest National Turfgrass Evaluation Program (NTEP) trials, the company had seven out of the top 10 Kentucky bluegrass varieties. Work is also progressing on its new T-1 and T-2 bentgrass. The seed is available on a limited basis as samples and will be entered into NTEP trials

this summer. The bentgrass will go into limited production in 2004 and will fully roll out in 2005 in conjunction with the release of the NTEP data.

There have been some challenges on the seed side, however. The company is trying to regain Plant Variety Protection for L-93 creeping bentgrass.

"L-93 is in the appeal process," Barker said. "There is confusion

in the marketplace caused by a false perception that L-93 is off-quality. No matter the outcome of our appeal, L-93's quality and performance is unmatched among bentgrass varieties." A decision on L-93 is expected this spring.

Another related marketing issue popped up late last year when L-93's developer, Dr. Virginia Lehman, in cooperation with distributor Emerald Commodities and seed marketer Columbia Seeds, unveiled L-03, a new variety of the popular bentgrass.

Barker said Jacklin Seed has issued a cease and desist letter and Emerald Commodities has agreed to stop using the L-03 name. According to Columbia Seeds' Scott Harer, the name has been changed to LS-44.

Marketing issues aside, Barker expects a strong year on the seed side of the business.

"We see supply and demand starting to come back in line in the industry," he said. "Especially if you look at some of the harsh weather conditions we had this winter. We think there will be high demand for turf replacement." ■

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Golf Course News' recent December 2002 independent audit shows a significant increase in the number of our first year, direct request subscribers. We now surpass *Superintendent News* in this vital category, 16,133 to 13,761.\* This increase reflects the importance our subscribers put on getting their news from *Golf Course News* and our continued commitment to creating value for our advertisers.

But we're not stopping there. Beginning with our May 2003 issue, *Golf Course News* will increase its circulation by adding 2,000 superintendents and 1,700 owners/managers. Our total number of these key decision makers will exceed 22,500. By adding new subscribers and focusing our circulation where it's most important – superintendents and management – we now offer a more valuable circulation, with more reach, creating more impact for you.

# GOLF COURSE NEWS

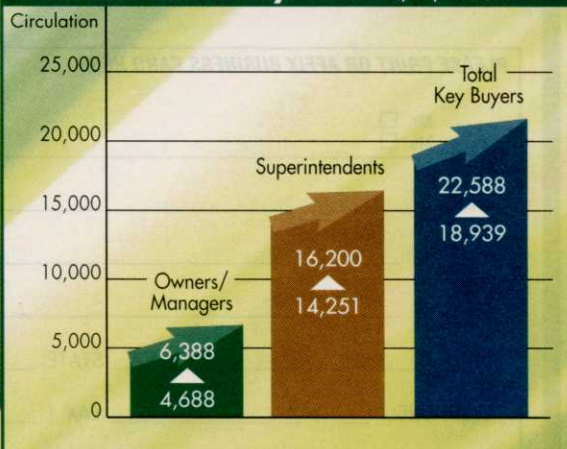
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## Flowtronex IWM

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tinuous, highly reliable supply with a much higher quality."

### HIGH-TECH OXYGENATION SYSTEM

Flowtronex is also marketing a new high-tech oxygenation system made by Canadian-based GLR Solutions. GLR takes the typical fountain or subsurface aeration system up a notch by engineering custom units that are sized to target the exact oxygen saturation required by a body of water.

"The GLR system uses a patented device that produces a micro-bubble," said Olson. "The smaller the bubble, the more efficient it is in saturating water with oxygen. This is six times more efficient than anything else out there." The system has no moving parts and sits above water.

Olson estimated that nearly 90 percent of courses aerate some body of water on the property to control algae and odor, among other things. However, he said there may be agronomic benefits to oxygenating irrigation water.

"Superintendents are aware of the aesthetic reasons to aerate ponds, but we are trying to key into the agronomic reasons to do it," said Olson. "Research is ongoing, but the theory is that if we saturate water with oxygen, as you water the golf course you provide more oxygen to the plant through the root zone which translates into better plant health."

Prices for GLR units range from \$5,500 for a system that treats four million gallons, to \$22,000 for a system that treats 20 million gallons. ■

\*Source: December 2002 BPA Statement