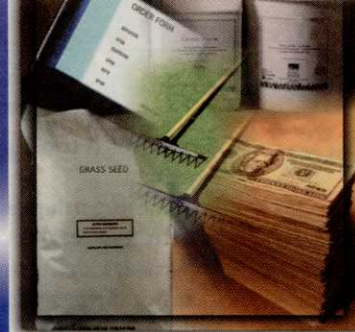


SUPPLIER BUSINESS



BRIEFS

BRIGGS TO HANDLE BASF SPD, TOPPRO MERGER

RESEARCH TRIANGLE PARK, N.C. — BASF Corp. has appointed Stephen Briggs director, Specialty Products Department (SPD), which incorporates the company's professional turf and ornamental, vegetation management/forestry, pest control and turf fungicide businesses. In his new role, Briggs will be responsible for all aspects of the department's current operations, in addition to orchestrating the merger of TopPro Specialties group into SPD. He will also oversee the anticipated acquisition of the noncrop flupyrifluoridol business that BASF is currently negotiating with Bayer CropScience AG. Briggs brings more than 10 years of senior-level experience to his position. Most recently, he served as vice president of TopPro Specialties, Memphis, Tenn., a unit of the Micro Flo Company and a wholly owned subsidiary of BASF Corp.

RAIN BIRD NAMES GRIFFEE, HEGER

AZUSA, Calif. — Rain Bird Corp. has promoted Glenn Griffiee to director of the company's Golf Division. Griffiee had been serving as the golf business unit's manager of sales and marketing since May 2002. Additionally, Rain Bird's Golf Division has appointed Robert Heeger to the position of national account manager. He will focus on achieving global sales growth with key management companies, developers and ownership groups.

ECHO HIRES HERBST

LAKE ZURICH, Ill. — Echo Inc. has hired Steve Herbst as product manager for trimmers, power blowers and shredders. Herbst will manage multiple marketing functions for these product lines, including new product development, promotions and pricing. Prior to joining Echo, Herbst was employed as marketing manager at Intermatic Inc., with full marketing responsibilities for the Malibu Outdoor Lighting line.

Bayer's Revolver takes aim at ryegrass and Poa

By ANDREW OVERBECK

ATLANTA — Bayer Environmental Science's Chipco Professional Products division unveiled Revolver, a herbicide formulated specifically for use on warm-season turf, here at the GCSAA Conference and Show. It is the first of many new products that are expected to emerge from the newly combined Bayer and Aventis CropScience.

Work on the product began in 1998 under Agrevo, and received approval from the U.S. Environmental Protection Agency Feb. 6.

Revolver is a post-emergent sulfonylurea herbicide that is squarely aimed at Griffin LLC's TranXit, which contains similar chemistry and came on the market last year. Its primary use will be in aiding the transition between ryegrass and bermudagrass on courses that overseed. It can also be used to combat Poa annua.

The product will be labeled for use on bermuda (except for ultradwarfs) and zoysia turfgrasses and can be used on the entire course, including greens. It will not be labeled for use on St. Augustine or paspalum varieties. Bayer is currently conducting studies to determine whether the product can eventually be safely applied on ultradwarf bermudagrasses such as Mini-Verde, MS-Supreme and Champion.

"Revolver removes cool-season grass from warm-season grass," said Don Myers, product development manager for Bayer ES. "It will aid in the transition from overseeding, get rid of the clumpy



The right half of this green approach was treated with Revolver, removing clumpy ryegrass.

ryegrass that has gotten into roughs and it is useful for the removal of Poa annua. This will truly be a Southern herbicide."

Proper application timing is critical to the effectiveness of the

new herbicide.

"Revolver is a very flexible product," said Myers. "But it must be applied in warmer weather for maximum effect. It

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Novozymes rolls out EcoGuard

By ANDREW OVERBECK

ATLANTA — Novozymes Biologicals has launched EcoGuard, a new biofungicide that controls dollar spot and offers faster recovery from disease and protection from future infestations.

EcoGuard helps superintendents reduce the cumulative chemical exposure on their courses and meet integrated pest management objectives when used in a recommended rotation program with standard chemical fungicides.

The firm unveiled EcoGuard at an informational session here at the GCSAA Conference and Show. During the session, university researchers Dr. Bruce Clarke from Rutgers University and Dr. Houston Couch from Virginia State presented the results of their EcoGuard studies. EcoGuard has been tested for four years at several universities as well as on 30 golf courses across the Midwest and Northeast.

Both Dr. Clarke and Dr. Couch found that EcoGuard

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IQLink gives courses full control over golf cars

By DEREK RICE

AUSTIN, Texas — UpLink Corp. and Club Car Inc. have teamed to introduce IQLink, an enhanced global positioning system (GPS)-based technology that integrates Club Car's IQ System golf car with UpLink's wireless communication system.

The result of this collaboration is a system that not only tracks where golf cars are on the course, but can also control speed and restrict usage on out-of-play areas.

Once the system has been installed and configured for the specific course, said Barry Rumac, vice president of marketing for UpLink, course owners, managers and superintendents can eas-

ily set parameters for where golfers can and cannot take golf cars.

"If you want to observe path-only rules for the day, it's easy to

If a golfer enters an area that has been designated as sensitive, such as a green or recently sodded or seeded area of the fairway,

the system can be configured to alert the golfer both visually and audibly and slow or stop the car. The GPS display mounted in the car warns players to return to designated golf car areas immediately. A similar warning can be sent to the pro shop or to on-course marshals.

Another feature allows the course manager to program specific maximum speeds in certain potentially dangerous areas, such as steep embankments or sharp turns on car paths.

Upon entering such an area,

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IQLink uses GPS to monitor and control golf cars.

set that up," Rumac said. "They can do it from the computer in the clubhouse or the maintenance facility, or even through the Internet if need be, using the Windows-based wizard."

Briggs & Stratton creates Commercial Power Group

ATLANTA — Taking a marketing end run around traditional original equipment manufacturers (OEM), Briggs & Stratton introduced its new Commercial Power Group to superintendents here at the GCSAA Conference and Show Feb. 13.

According to Doug Page, director of commercial marketing for the Commercial Power Group, the move is intended to both expand its product line and increase the end-user push for its engines in OEM products.

"End users are important because they will not only buy products and use Briggs and Stratton

services for their existing engines, but they also tell OEM what engines they think should be in products," he said.

As part of its new strategy the commercial power group rolled out several products in Atlanta:

- Recognizing the growing importance of electrically driven accessories on utility vehicles, commercial mowers and other power equipment, the group introduced a 20/50 AMP Alternator option for its twin-cylinder Vanguard engines. It produces 20 amps of power at 1200 RPM

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