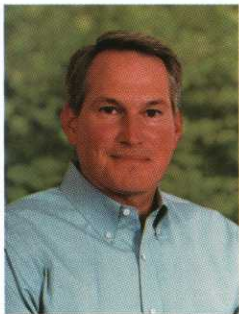




# You Can Count On Us

**O**ur commitment is to provide the finest quality fertilizers and control products to superintendents and other turf professionals,” says Tom Handel, vice president and general manager for The Andersons’ Professional Turf Products Division. “We view our products as important tools for superintendents to accomplish their objectives — to create beautiful courses for golfers to enjoy.”



**Tom Handel, vice president and general manager**

The Andersons began to supply fertilizers to the turf industry in the early 1970s. The company has grown to one of the largest manufacturers and marketers of high-quality turf products in North America.

“Our company’s mission, culture and size provide the right blend of resources to deliver superior value to our customers,” Handel notes as a reason for The Andersons’ turf business success over the last 25 years.

That growth was accelerated in 2000 when the company purchased The Scotts’ U.S. professional turf business. The acquisition of Scotts, leaders in the professional market for more than two decades, created the ideal platform for The Andersons to continue investing in an industry it sees as a long-term opportunity.

“Combining the top two fertilizer and control product lines in the industry has created the most comprehensive offering available,” Handel says. “We offer superintendents unmatched flexibility to meet the needs and challenges of their particular situations with products and technologies they know and trust.”

Allen Figley, the professional division’s director of sales, agrees. “Uniting The Andersons’ and

Scotts’ products and people along with The Andersons’ can-do, service-minded culture is a winning combination for our customers,” he says.

The Andersons’ go-to-market strategy includes servicing the industry with a large field organization supporting the efforts of a top-notch distributor network. “We have the strongest, most technically oriented field organization in the business,” Handel says.

Figley says the best way to deliver the Andersons Golf Products’ experience is through a nationwide network of turf distributors who know and serve the local markets. “We offer customers the best of both worlds — they get the service and knowledge of the local distributor along with a strong team of Andersons’ representatives who are readily accessible coast-to-coast,” he says.

The Andersons want superintendents to know that supplying value-added solutions to their needs is top-of-mind. “We’re not satisfied with the status quo, and we continually seek new and innovative ways to meet our customers’ needs,” Handel says. “We’re committed to research and development as a means to market products and services which provide improved performance and convenience.”

It’s been about one year since The Andersons completed the Scotts acquisition and six months since the company launched the Andersons Golf Products brand. “We’ve accomplished a lot in the last year and expect the next 12 months to be just as eventful,” Handel says. “Our plans include the introduction of several significant product improvements, continued enhancement to our service levels, and an unwavering dedication to product research and development.” ■

COVER PHOTO AND PHOTO ABOVE: MIKE KLEMMER



**Allen Figley, director of sales**

