

The Changing Dynamics of the Chemical Market and How It Affects You

Marketing Molecules

Editor's note: The chemical market is changing faster than you can say "strobilurin." A big reason for the change has to do with the emergence of post-patent pesticides and their impact on the use of branded products. In the following stories, we examine the chemical market on various fronts, including cost and increased competition. We also feature opinions from experts representing brands and post-patents. Jim Davis of Bayer Environmental Science writes about the benefits of brands, and Owen Towne of Griffin LLC writes about the value of post-patent products. We would like to hear what you have to say on this changing market. You can e-mail your opinions to lalward@advanstar.com.

IF

The Cost Factor: Most superintendents say they would try less-expensive generic versions of useful chemical products. But that doesn't mean they'll switch

BY LARRY AYLWARD, EDITOR

a salesman selling an inexpensive post-patent and generic fungicide came knocking on the maintenance facility door at Woodridge Golf & CC, certified superintendent Jim Husting would invite him in his office, give him a chair and a cup of coffee, and listen to what he has to say.

"If it was a comparative product and half the price of a branded product, I'd give it look," Husting says.

So would most superintendents, according to a recent survey by *Golfdom*. In an online poll conducted late last year, *Golfdom* asked superintendents: If a less-expensive generic version of a useful chemical product is available, how likely are you to try it? Forty-seven percent of superintendents said they were "very likely" to try it, and 21 percent said they were "somewhat likely" to try it. Only 6 percent said they "probably wouldn't" try it, and just 1 percent said they "definitely wouldn't" try it.

Economics has something to do with the positive response rate, especially during these penny-pinching times. If an owner or general manager orders a superintendent to slash X amount of dollars from the maintenance budget, the superintendent might consider trying a generic product to save money.

"If the economy and budgets get tighter, I believe most superintendents will look at post-patent alternatives," says Don Naumann, president of Sierra Pacific Turf Supply, a regional distributor in Campbell, Calif.

In its literature for Mefenoxam 2 fungicide, Sipcam Agro USA, a Roswell, Ga.-based manufacturer and supplier of

Husting won't consider it. "I'm not going to try something new just because it's new."

Bruce Rickert, certified superintendent of Medford Village CC in Medford Lakes, N.J., is in the minority, but he says he's "probably not likely" to try a generic product, no matter how much less it costs than a branded product. Rickert says that now because he once tried a post-patent product and had a bad experience with it. The generic chemical wouldn't

dissolve in a vehicle's spray tank. "It cost me 14 man-hours to get the material on the course," he says.

Generics may offer an economical alternative, but Rickert says the cost issue works both

ways. The owner of Medford Village CC expects Rickert to watch what he spends, but he

doesn't expect him to switch to an unfamiliar generic fungicide to treat anthracnose just because it costs less.

Rickert says his owner realizes there's a chance that such a product could be incompatible with other products and cause major bucks worth of turf damage. "It's just not worth it," Rickert says.

Joe DiPaola, golf market manager for Syngenta Professional Products, says product price is not the major issue among superintendents. He cites company research that reveals superintendents are less concerned about price than other factors. "They're much more concerned about a product's efficacy and performance, as well as service provided by the manufacturer," he says.

Mike Fisher, who heads Fisher & Son Co., a regional distributor in Malvern, Pa., believes economics certainly play a role in superintendents' decision-making, and for that reason they may consider using generic products. But they don't go in with eyes wide shut.

"Most superintendents are cautious about using generic products, especially if they're going to use them on their greens," says Fisher, whose business sells

about 90 percent branded products. "They want to know that the products are safe to use and will perform as well as branded products."

Sometimes that takes time, Fisher adds. Most superintendents want proof — as in university research or other trials — that a product is capable. The rap against some generic manufacturers is they don't test their products as much as branded manufacturers because they don't have the money to fund the tests.

And then there's the service factor. Conventional wisdom says branded manufacturers charge more for products but provide outstanding service, especially if superintendents experience problems with their products. That same wisdom says generic manufacturers can't compete with the brands on the service level.

Fisher agrees that superintendents are more comfortable using branded products because they know they'll usually receive excellent service. "They know that a major supplier is going to be there to guarantee its product and not disappear on them if there's a problem," he adds.

DiPaola says branded manufacturers provide outstanding service simply to protect their product investment.

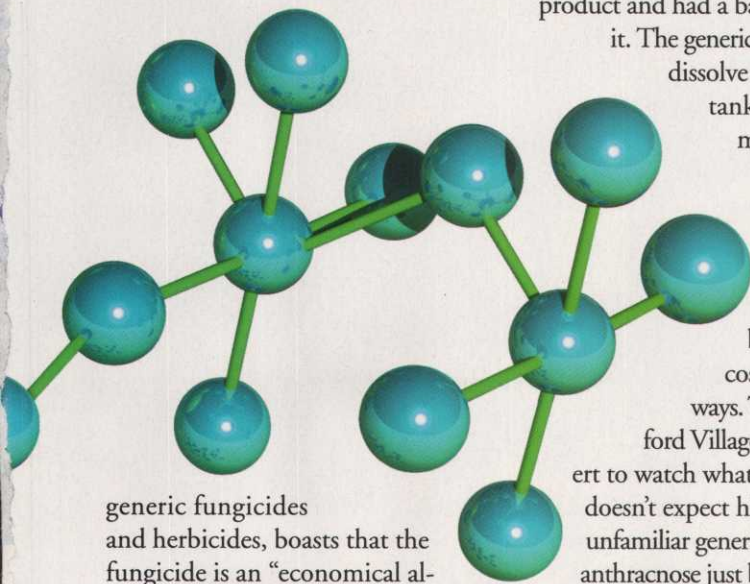
"Once a company has invested about 12 years and \$120 million to put a product in the marketplace, it certainly is going to stand behind that product," DiPaola adds. "Besides, it's the right thing to do."

When Rickert experienced his problem with a generic product, he says he didn't get the service he expected from the company to correct the problem. In the end, the company offered Rickert a free case of the product for his troubles, but it wasn't enough.

"I'm not saying the company is a bad company, but it just doesn't have the overhead or support behind it to take care of its customers when problems occur," he says. "I don't know if generic companies can handle complaints or problems as well as the bigger companies. That's my main concern."

At least one representative of a post-patent and generic chemical manufac-

Continued on page 48



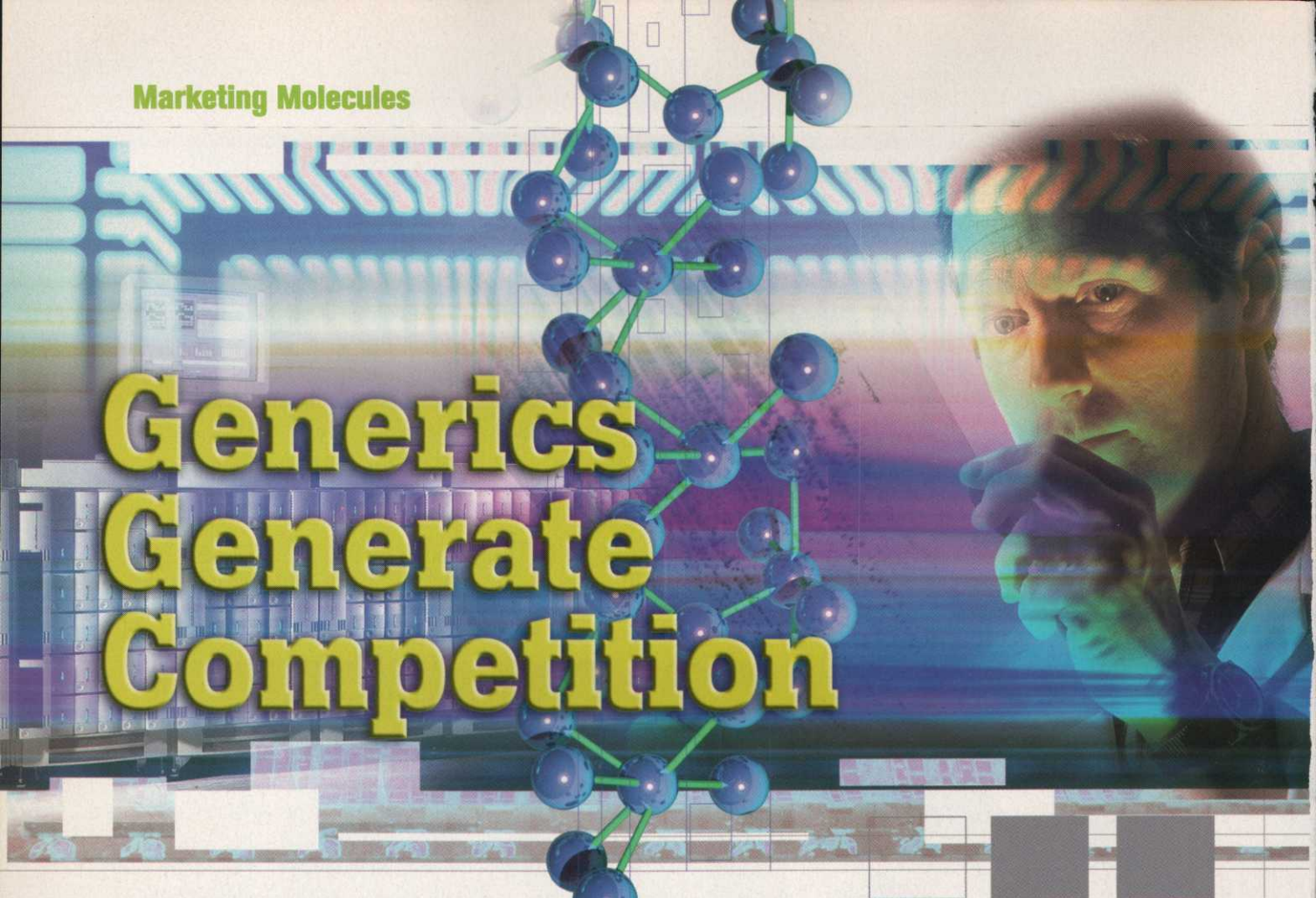
generic fungicides and herbicides, boasts that the fungicide is an "economical alternative to (Syngenta's) Subdue Maxx — with the same active ingredient." Gary Curl, president of Specialty Products Consultants in Mendham, N.J., says superintendents can be swayed by claims like this to use generic products if they cost less and perform well.

"With all things being equal, most superintendents would choose branded products," he says. "But when there's price sensitivity involved, the loyalty to branded products erodes with many if them."

But trying a generic product doesn't mean switching to it permanently, as Husting points out. While he says he's "very likely" to try a less-expensive generic product, it would only be on his terms, Husting stresses. It's a safe bet other superintendents feel the same way.

"It would have to have the same active ingredient and the same percentage of active ingredient," Husting says, explaining his reasoning behind using a generic product. "It has to be apples to apples, and it has to be cheaper on a cost basis."

If the generic product is anything less,



Generics Generate Competition

More post-patent products mean more market players.
Do branded manufacturers feel threatened?

BY LARRY AYLWARD, EDITOR

Branded vs. Generic. It's not exactly King Kong vs. Godzilla, but this product match-up is making the chemical market much more competitive in the golf course maintenance industry.

More generic and less-expensive post-patent products are on the way. In fact, chemical industry insiders say that 80 percent of the active ingredients in branded chemicals will be available in post-patent products in the next five years. Comparatively, basic manufacturers will not be bringing a hoard of new patented and branded chemicals to the market in the next five years.

So the big question is: Where's the chemical market heading and what impact will it have on the industry and end-users?

Mike Fisher, who heads Fisher & Son

Co., a regional distributor in Malvern, Pa., says branded manufacturers should be concerned that more generic products in the market will mean more competition and perhaps lost market share for them. But increased competition is not such a bad thing, he adds. "It benefits end-users to a certain extent because branded manufacturers then have to look for ways to improve the quality and performance of their products," he says.

From a branded manufacturer's standpoint, the natural response is to feel challenged by the generic competition, says William Strickland, BASF Professional Turf's marketing manager for herbicides and soil fumigants. Strickland realizes that generics have become an integral part of the business model.

"We've branded products, we've cre-

ated a certain amount of value from the market associated to those brands, and we've had to adjust those models for the entrance of generic products," he says.

Strickland, echoing Fisher's philosophy, has nothing against the competition. "Competition in any business at any level makes for better business for the end-user," he says.

Joe DiPaola, golf market manager for Syngenta Professional Products, knows more generic products will be introduced in the next few years, but he doesn't expect Syngenta to be knocked from its perch as one of the industry's top chemical manufacturers. That's because he says Syngenta has the right products, people and technical support in place to serve superintendents. "We're in a good position to serve the marketplace at a level superintendents have come to appreciate," he says.

Bob Yarborough, business manager of turf and ornamental for Sipcam Agro USA, a Roswell, Ga.-based manufacturer and supplier of generic fungicides and

Continued on page 40

Stick to the Brands



BY JIM DAVIS

This time of year, superintendents across the country are sorting through their 2003 chemical management plans. In most cases, a combination of factors influence the selection process, including:

- What are the goals for my operation in 2003?
- What pest pressures will I contend with this year?
- Have I been satisfied with my current options?

Once the agronomic requirements are established, additional questions come into play:

- What specific products should I choose?
- What suppliers should I work with?
- How much will it cost?

Today, superintendents have more options in terms of solutions than ever before. These options run the gamut from name-brand products to off-patent generics, with many viable alternatives along the continuum. What factors play into the analysis of these options? While price is one consideration, we believe that a number of other variables factor into the value proposition and ultimately the purchase decision. For instance:

- What can I learn from my peers about the products they use?
- What are the results of the research trials on the products I'm considering?
- Who is the manufacturer of the product?
- What support do I receive from that manufacturer? Is there anything that stands out?
- Has the manufacturer returned value to me in the last year by supporting meetings or educational seminars?

When considering manufacturer support, what can we tell you about Bayer Chipco that you don't already know? You probably know by now that we recently completed merging and integrating the Bayer Professional Care and Aventis Chipco Professional Products turf and ornamental organizations.

This allows us to have more than 40 field employees in the areas of sales, research and development, and technical service. We supply the market with more than 20 chemical solutions and numerous value-added programs, like Chipco Academy, Accolades and Greenback, just to name a few.

In addition, we have a full regulatory staff in place to manage through the many EPA requirements of product stewardship. The regulatory staff are often unsung heroes, defending products long after patents expire.

Recent examples of this include reregistration work

Continued on page 44

A Valuable Option



BY OWEN TOWNE

When superintendents sit down to crunch their annual budget numbers, they face and evaluate an array of alternatives. These days, one key consideration is choosing between a brand-name product and the equivalent material in the form of post-patent chemistry.

In most cases, post-patent materials offer the better value and are useful alternatives to higher-priced brands. Let's take a look at some of the reasons why an increasingly growing number of superintendents are making post-patent pesticides their products of choice.

For turf managers, the two leading considerations for choosing a specific product are performance and price, in that order. The material must work, and efficacy will always be the chief requirement for superintendents. But in most every case, generic products perform at least as well as the originals. That's because the quality of the active ingredients must be at least equal, but in many cases are superior, to that of existing materials. In fact, the Environmental Protection Agency (EPA) verifies that the technical material or active ingredient of the generic is at least equivalent to that of the original before the product can be marketed.

In many cases, post-patent products are manufactured in more up-to-date facilities than the initial products. These newer formulations often take advantage of the most recent technological improvements in manufacturing and can make better, and more efficient use of the raw materials used in the process.

Since generic materials are generally less expensive than brand-name products, they particularly make sense in today's economy. As I talk with turf managers, distributors and others in the supply chain, I keep hearing that the economics of a product are increasingly important to them. Once they appreciate they can get the same bang for fewer bucks, the decision is fairly simple. That's why we've seen a steady growth in the number of superintendents using post-patent products in recent years. It's also why we expect this number to grow annually.

One reason the generic market is growing so quickly is that so many of the major products are post-patent. Most of these are proven performers that make first-rate rotational and tank-mixture partners for the newer chemistries. With even more key active ingredients coming off patent in the next few years, a larger number of generic offerings will be added to the industry's arsenal of pesticides. Superintendents will see value in these products as long as they perform.

Remember that post-patent products aren't only of-

Continued on page 45

Continued from page 36

herbicides, says branded manufacturers shouldn't feel threatened by generic manufacturers. He says there's room for both branded and generic products to succeed.

The game

Gary Curl, president of Specialty Products Consultants in Mendham, N.J., says basic manufacturers will be less inclined to invest in research and development for new products if their profits potentially decline at the hands of generic manufacturers.

"As profits go down, the market isn't as attractive and a company invests less to provide a greater return to shareholders," Curl says. "In the long term, you'll see a decline in the number of new products coming into the market from the basic manufacturers."

Curl says it's difficult to define the "long term." But he says an influx of new chemicals in the next five or 10 years is not realistic, especially since manufacturers have to jump through so many hoops and spend millions of dollars to bring them to market. "But there are incentives for the big companies to defend and continue to grow their businesses, especially if there are no new active ingredients in development," he notes.

Curl expects basic manufacturers to put more emphasis on product formulations to give them a leg up on the generic competition, as well as a new angle for marketing.

"There will be more of an emphasis on the handling and formulation characteristics of different products," Curl says. "Improvement doesn't necessarily mean a change in the active ingredient, but it can be a concentrated effort to enhance the properties of the formulation. Maybe the product becomes easier to mix in a tank or easier to apply. Or maybe it can be applied on a 28-day schedule instead of a 21-day schedule because it has better binding characteristics to the leaf surface."

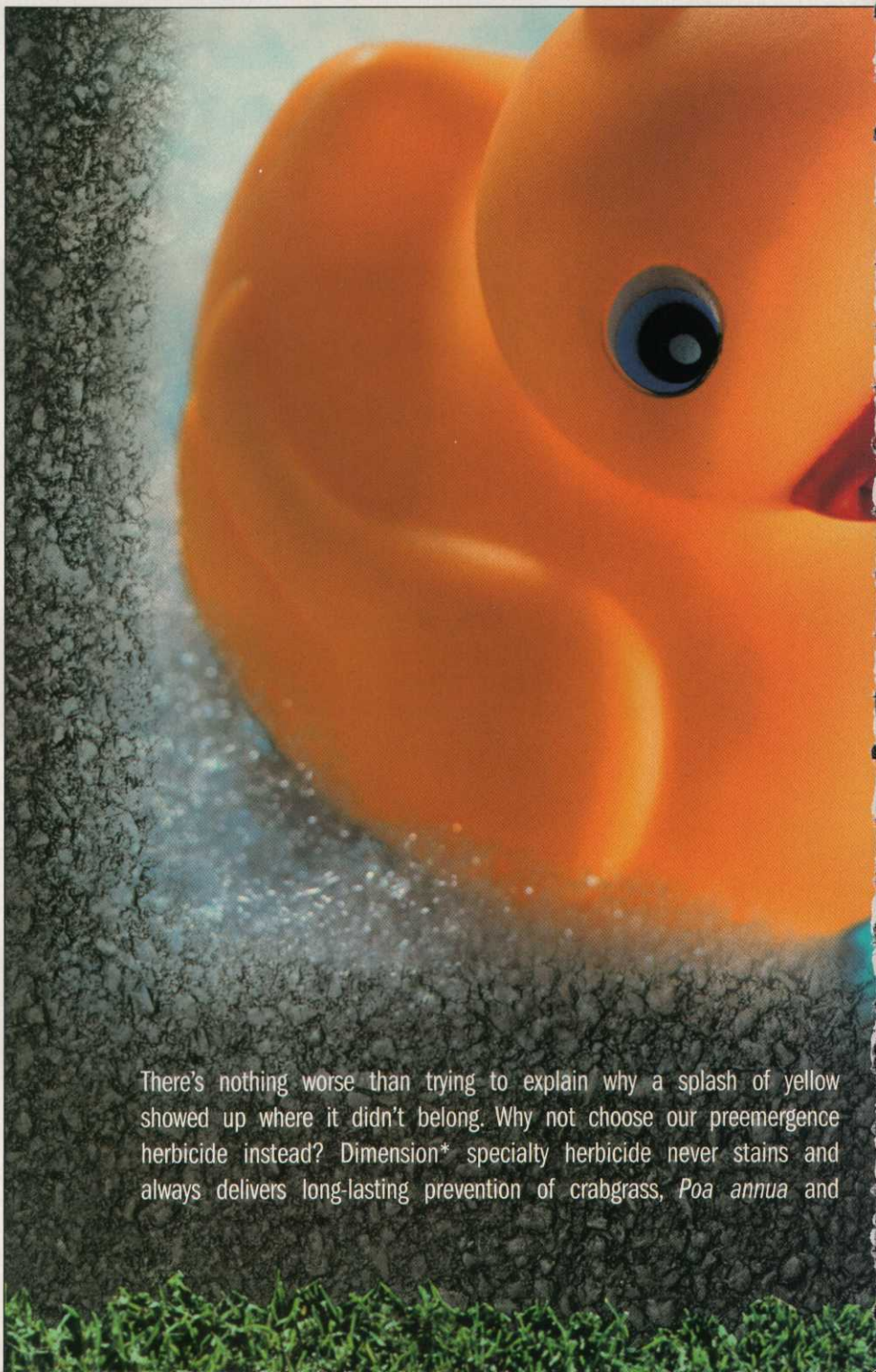
BASF's Strickland acknowledges that basic manufacturers are more targeted in the new chemicals they introduce be-

cause of the substantial investment (in the range of \$100 million, he says) it takes to bring one to the market. But he stresses that BASF will continue to market its products aggressively based on a variety of factors, especially service and ongoing studies to back the products' performances. Strickland believes most generic manufacturers can't match the

service and product research provided by branded manufacturers.

The future

Strickland says he's concerned the chemical market will become driven by economics if generic products continue to secure more market share. If that happens, university studies and customer



There's nothing worse than trying to explain why a splash of yellow showed up where it didn't belong. Why not choose our preemergence herbicide instead? Dimension* specialty herbicide never stains and always delivers long-lasting prevention of crabgrass, *Poa annua* and

service for products could suffer because there wouldn't be enough money for manufacturers to fund them.

Yarborough admits that branded manufacturers give back more to the industry in terms of money and time than generic companies like Sipcam Agro. However, he doesn't apologize for it.

"We give it back to the superintendent



"We're in a good position to serve the market at a level superintendents have come to appreciate."

JOE DIPAOLO, GOLF MARKET MANAGER,
SYNGENTA PROFESSIONAL PRODUCTS

and the golf course owner in terms of cost savings, and that's the bottom line,"

Yarborough says. "You won't find us with 35 booths at the GCSAA show — we'll be there with one booth. You won't find us with 10 pages of media in your magazine — we're not there with any."

Fisher believes the most successful generic products will be the ones that have created their own brands, much like Griffin LLC has done with Concorde, he says.

"In other words, those successful generic products are not going to come out as chlorothalonil X," Fisher says. "They will try to establish their own identities and their own levels of quality."

Some generic suppliers believe they're at a different level than other generic manufacturers. These same suppliers believe all generic manufacturers shouldn't be lumped together when they're targeted for alleged poor customer service and insufficient research for their products.

For instance, Yarborough believes Sipcam Agro has more to offer than other generic suppliers. He says buyers need to be aware of some generic companies who can't market their products based on solid performance data garnered from studies.

"We have more than 200 studies demonstrating our product [Echo's] efficacy on various crops, including turfgrass," Yarborough says. "But in some cases, a generic producer may not be able to provide data. Superintendents need to use discretion in their purchasing decisions, but they should be open to alternatives."

Yarborough says more generic manufacturers — "names you don't recognize" — will soon surface. "There will be a blend of post-patent and branded products."

While Strickland questions the business practices of some generic manufacturers, he realizes that post-patent products will remain part of the business. In fact, he expects more basic manufacturers to embrace generic manufacturers.

Continued on page 42



**Some things
are supposed
to be yellow.**

**Your course isn't
one of them.**

several broadleaf weeds, including spurge and oxalis. It even offers early postemergent crabgrass control.

NEVER STAINS

*Trademark of Dow AgroSciences LLC www.dowagro.com/turf
1-800-255-3726 Always read and follow label directions.

 Dow AgroSciences

Dimension*

Specialty Herbicide

Continued from page 41

BASF Professional Turf's parent company, BASF Corp., has already done that. In 1998, it acquired a majority stake in Micro Flo, a Lakeland, Fla.-based company that formulates and markets a range of generic crop protection products.

Top Pro Specialties, a generic supplier of pesticides to the turf industry, is also a unit of BASF. In fact, BASF is going through an integration process with Top-Pro Specialties that will involve many of the TopPro products becoming an integral part of the BASF Professional Turf & Ornamental group.

One thing is for sure, the chemical market is a busy place these days for its manufacturing players.

"It's exciting because you're participating in the dynamics of the market," Strickland says. "You have the opportunity to put a stamp on the market and say, 'Hey, I was there.' ■

Product Portfolio

Some examples of branded products that now have generic counterparts.

COMMON NAME	TYPE	BRAND/COMPANY	POST-PATENT/COMPANY
Glyphosate	Herbicide	Roundup/Monsanto	Prosecutor/Nufarm
Pyrethroid	Insecticide	Astro/FMC Corp.	Permethrin Pro/Top Pro Specialties
Mancozeb	Fungicide	Fore/Dow Ag	Junction/Griffin LLC
Chlorothalonil	Fungicide	Daconil/Syngenta	Concorde/Griffin LLC Echo/Sipcam Agro USA
Mefenoxan	Fungicide	Subdue Maxx/Syngenta	Mefenoxan 2/Sipcam Agro USA

About Patents, Brands and Generics

- A patent is a document issued by the U.S. federal government that grants its owner protection from others from making, using or selling the invention claimed in the document for 20 years.
- It can take seven to 10 years to obtain EPA approval for a new pesticide. It can cost an average of \$50 million and up to \$100 million to bring a new pesticide to market.
- After a patent's expiration, a generic manufacturer can offer to pay compensation for EPA data submitted by the basic manufacturer for a particular pesticide. A generic producer of an active ingredient must demonstrate to the EPA through tests that its product is virtually identical to the basic manufacturer's product.



Utility Vehicle Organizer Racks

UNORGANIZED?



Vinyl Coated Racks



ORGANIZED!

Why Organize?

- ✱ Maximize Utility Vehicle Bed Space
- ✱ Convey a Professional Image
- ✱ Increase Productivity
- ✱ Reduce Damage to Power Equipment

Call for Fleet Quotes

www.green-touch.com (800) 621-6919

Continued from page 38

on Dylox, ensuring that superintendents continue to have access to excellent rescue treatment for grubs.

This means we invest — heavily — to ensure that superintendents continue to have the tools they need to succeed in their jobs. We want to ensure that they have solutions, not only for ex-

isting problems, but for future problems as well.

Our development team works hand in hand with researchers at local universities around the country to better understand the issues faced by superintendents and to solve these problems. They do this by bringing new technology to market as well as by adding

additional uses to existing labels.

Our corporate goal is to bring at least two new active ingredients to the market each year. This is what basic manufacturers must do if we want to be relevant to you today and in the future. If we fail to bring new technology, we will soon find ourselves trying to solve new problems with old solutions that may not be successful.

What does all this mean to superintendents? We could spend hours elaborating, but we know and you know that other manufacturers are nearly a mirror image of us.

What makes us different? Consider that superintendents are under immense pressure and have many challenges and many alternatives to help them meet these challenges. At Bayer Chipco, we understand these issues and provide solutions to the problems that superintendents face every day.

One real-life example is our improved 26GT formulation, providing both preventative and curative control at one rate — allowing superintendents more flexibility and superior performance than the old 26019 formulation.

We also worked with West Coast scientists to identify a new *Poa Annua* seed head suppression control with Proxy. We were able to add a new Chipco Signature label for preventative anthracnose control, providing help in basalrot management.

However, providing high-quality products that work is the price of entry for any manufacturer in this market. It is our responsibility to differentiate ourselves. To do so, we must go beyond the price of entry. We must add value beyond product solutions and, ultimately, we must continually *earn* superintendents' business.

This is the commitment from the entire Bayer Chipco team, from the highest level of management to our field sales force. We are challenged to be remarkable, to make you remarkable. ■

Davis is Southern Region Manager for Bayer-Chipco Professional Products.

get back to
nature...

HYDRA-HUME®
HYDRA-HUME DG®
MYCO-SOL®
MYCO-VAM®

**Organically
Activated.**

HELENA®

**MAKE YOUR FERTILITY PROGRAM
MORE EFFICIENT.**

HELENA™ HIGH-PERFORMANCE Fertilizers
1.803.822.8028 ext. 208

ALWAYS READ AND FOLLOW LABEL DIRECTIONS
Copyright 2001, Helena Chemical Company

CIRCLE NO. 132

Continued from page 38

ferred by companies like Griffin LLC. Essentially, every company in business today is producing and marketing these materials. In fact, more than 70 percent of today's turf market active ingredients are post-patent, and there is now no company selling exclusively proprietary or exclusively post-patent chemistries.

Another remarkable fact is that quite a few companies like Griffin LLC and TopPro Specialties, which are noted for selling post-patent products, are also leaders in supporting the industries they serve. In many cases, they contribute a greater percentage of their sales to industry support than the multinationals. The turf industry is no exception and TopPro Specialties, Griffin LLC and other similar companies are strong supporters of the GCSAA, Responsible Industry for a Sound Environment (RISE) and the Turf and Ornamental Communicators Association. (TOCA).

In fact, Griffin LLC was the first chemical company to contribute \$250,000 to GCSAA's "Investing in the Beauty of Golf" campaign. That made Griffin the initial crop protection products company to become a member of the "Old Tom Morris Society," the GCSAA Foundation's highest contributor level.

In companies like Griffin, research-and-development funds can be focused on improving products that can be used today, not on the discovery of agricultural products, which may or may not have a fit in the green industry. This means we can offer the industry better product support, better services, newer ideas and competitive pricing along with better quality and selection.

But it isn't just superintendents who are discovering the superior value and performance of post-patent products. In many cases, this hasn't gone unnoticed by certain major manufacturers of branded products. That's why, regrettably, some of them have taken extreme measures to thwart superintendents from having access to the newer formulations and brands. Some even subject distributors to significant financial penalties if

they offer you a choice. This forces a number of superintendents to seek out other distribution channels in order to procure the products they want.

If you're considering a post-patent material for the first time and want to compare the product's performance to the branded one, check university trials. In most every case, you'll find equal or superior perfor-

mance. The bottom line is that post-patent products offer many advantages over brands. In today's environment, anytime a superintendent can combine equal or superior performance with a more economical price, the choice is simple. ■

Towne is Business Director for Griffin LLC's Specialty Products Group.



No belts. No pulleys. No chains. No silly bells or whistles.

Just a solid drive that gives you better, cleaner, multi-tine penetration, especially on hard turf. The direct gearbox drive to cast steel cranks gives you perfect timing, synchronizing the tines. Because we use smaller and more tine blocks that work independently, there is less torque, producing greater tine penetration.

Unlike belt-drive competitive models, it starts in sync and stays in sync. This adds up to rapid, neat and clean coring.

The Verti-Core® is the only tractor-mounted aerator on the market today that uses this breakthrough design. It's the next level of

engineering eclipsing outdated approaches of the 90's that were cheaper to manufacture. When you couple that with its affordable price and choice of three models (52, 68, and 84 inch), it just makes sense to check out the new Verti-Core. Your operators will thank you too, because the



Verti-Core is easy to maintain, transport and use. Contact us at 1-800-597-5664 today for more details.



Breaking barriers to better turf.

Redexim Charterhouse Inc.
950 Sathers Drive
Pittston Township, PA 18640
1-800-597-5664
Tel: 570-602-3058
Fax: 570-602-3060
www.redexim.com

Molecules: The Cost Factor

Continued from page 35

turer begs to differ with the poor service label. Bob Yarborough, business manager of turf and ornamental for Sipcam Agro USA, says the rap is overblown. He says Sipcam Agro offers outstanding technical support, headed by John French, the company's technical director.

"He has as much expertise with chlorothalonil as anybody," Yarborough says. "If someone has a problem or concern with our products, formulations or molecules, French is a resource anyone can talk to."

Yarborough downplays the service issue because he says it's not that big of a deal, at least in Sipcam Agro's case.

"Quite frankly, we don't have many problems [with our products]," he says. "I get less than 10 service calls a year. Is there a need for service? Maybe there is, but if the product is as proven and known as our Echo chlorothalonil, you just don't need it." ■

Distributors Play a Key Role in this Game

First things first about private-label products offered by national distributors, such as Cleveland-based LESCO. Not all of the company's private-label products are generic. Many are made by basic manufacturers, and LESCO has worked out agreements with them to sell their products under the LESCO name.

The strategy has been successful over the years, says James Taliak, LESCO's category director of control and combination products. LESCO tests products thoroughly through universities and internally before marketing them. LESCO must also treat the products as its own and carefully manage them, especially in terms of service.

"In essence, we've formed our own branded products," Taliak says. "Superintendents feel comfortable with what they're buying from us. They don't go to bed at night worrying about whether they put the wrong products out on their golf courses."

Whether national or regional, distributors play a large role in establishing a level of comfort for superintendents when it comes to selling branded and/or generic products. It's simple: If a superintendent trusts a distributor, he or she will listen to what the distributor has to say about certain products.

"Superintendents get the same service from us whether it's a LESCO brand or a manufacturer's brand," Taliak says. "They get the same commitment from us on a service and a customer level that they are accustomed to. And we continue to strive to make that service and contact with our customers better."

Bob Yarborough, business manager of turf and ornamental for Sipcam Agro USA, a Roswell, Ga.-based manufacturer and supplier of generic fungicides and herbicides, says the business is about relationships, and distributors play a huge role.

"We're in key markets with key distributors that have personal relationships with superintendents, and they help superintendents grow their grass better by programming the use of our products," Yarborough says. "Relationship selling is what gets the job done in the golf industry."

— Larry Aylward, Editor

What is... $TaV+T+VR = BRD + 2FT$?

VISIT US AT THE GCSAA
CONFERENCE AND SHOW
BOOTH 4029

It is the equation for the GREENS TEAM SYSTEM.

$Thatch-Away Verticut + Topdress + Vibratory Roll = Ball Roll Distance + 2 feet$

Verticut

...using the Thatch-Away[®] Supa System.
The ONLY system that removes
1000% more thatch than it's competitors!

Topdress

...applying a light, dry topdressing.

Vibratory Roll

...using the TRUE-SURFACE[®]
Vibratory Greens Rolling System.
The ONLY system that will vibrate the
topdressing down into the turf
without bruising the leaf AND
true up the surface!

By using this equation, you will increase your ball roll distance (BRD) by
2 feet without lowering the height of cut!

It is the answer to
tournament quality greens...everyday!



www.true-surface.com
True-Surface Vibratory Greens Rolling System
US Patent # 5,261,213 Foreign Patents Pending
Thatch-Away Supa System
US and Foreign Patents Pending



Still not convinced? Make us prove it. Call today to see how!

800-443-8506