

# Williams-Gill



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## North Star Turf, Turf Supply Join Forces

North Star Turf, Inc., St. Paul, and Turf Supply Company, Eagan, have announced a strategic marketing alliance effective January 1, 1998.

This alliance does not involve a change of ownership for either company. However, it does combine the operations associated with all critical functions of the business including the integration of sales staffs, delivery systems and inventory control including product purchasing, warehousing and invoicing.

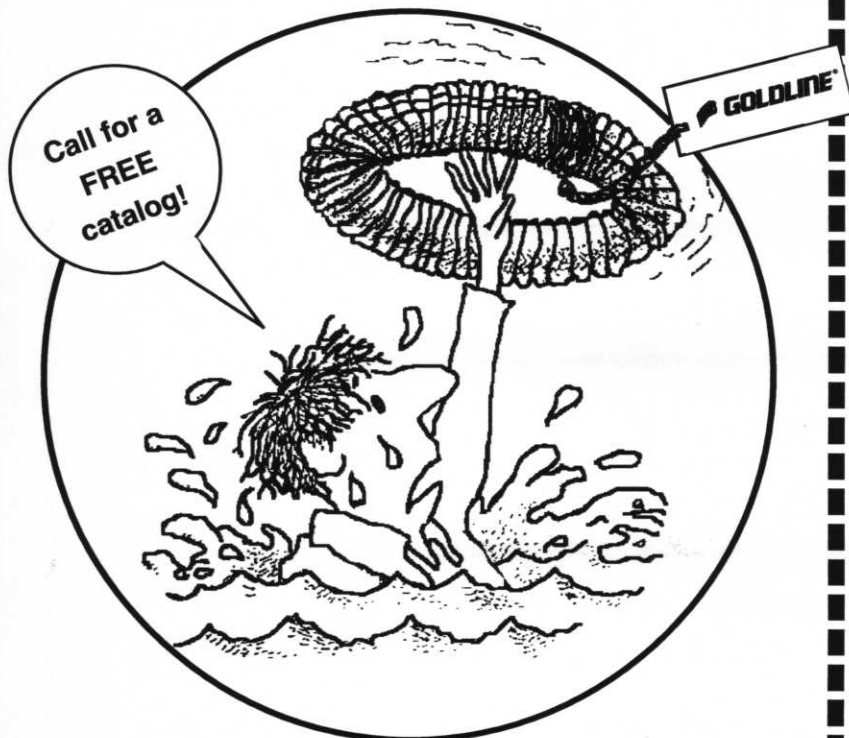
"Turf Supply and North Star have been friendly competitors for many years and it seemed logical to combine our strengths to help better serve our collective customer base," said Dan Miller, president of NST. Both companies will continue to represent their existing products while benefiting from the other company's resources in terms of product and market knowledge. Both companies will share product inventory and provide better customer service due in part to their ability to reach more customers more often with more sales and service personnel.

The two companies fit well together with respect to complementary product lines and territory coverage.

"We feel we have some of the best sales personnel in the market representing equipment, golf accessories, turf chemicals, seed and fertilizer. Combining sales forces has created a new chemistry among our people that should pay dividends to our customers," said John Wiley, vice-president of Turf Supply Co.

As the blending of operations progresses turf managers throughout Minnesota, western Wisconsin and both Dakotas can expect to see new product introductions and joint marketing activities featuring products offered by both companies. Further announcements relative to the alliance, including staff reorganization, will be released as they develop.

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