

Press Releases

NEWS FROM THE SPORTS TURF INDUSTRY ... HUNTER, NU-GRO AND RITTENHOUSE ANNOUNCEMENTS

Hunter Names Dean Armstrong New Sales Manager for Eastern Canada

Dean Armstrong has been named the new Hunter Industries' Sales Manager for eastern Canada, reported Michael Cucchiara, Hunter Vice President for Sales.

Armstrong will be based in Guelph, Ontario, and will be responsible for Ontario, Quebec and the Maritime Provinces.

He will coordinate all local sales support and product introductions for the Hunter residential and commercial lines of irrigation equipment, along with Hunter golf products. He will also conduct training programs and regional presentations.

Hunter manufactures a complete line of water management equipment for turf and landscape, including rotors, spray heads, valves and central control systems.

Armstrong will liaise with professional distributors, irrigation contractors and landscape specifiers.

Prior to joining Hunter, Armstrong handled sales and marketing for Vanden Bussche Irrigation, a distribution firm with locations in Ontario. He also worked with Blue Jay Sprinkler Systems in commercial sales and franchising.

Armstrong is a member of the executive committee for the Landscape Ontario Irrigation Commodity Group and a member of the CGSA. He received a Bachelor of Commerce degree from the University of Guelph in Ontario.

Hunter Industries is headquartered in San Marcos, California, and has offices throughout the world.

Nu-Gro Corporation signs letter of intent with Turf Care Products

Both companies announced recently that they have signed a letter of intent that appoints Turf Care as a key distributor of Nu-Gro's golf course and lawn care products in Ontario.

"Turf Care's commitment to the green industry is in sync with Nu-Gro's, making them a natural fit to distribute our

broad range of golf course and lawn care products," said Rob Field, Director of Sales and Marketing, Nu-Gro Corporation. "The people at Turf Care are proponents of our corporate commitment to providing this industry with the highest degree of quality," he said.

"Our strategy is to seek out and pursue the strongest course of action for future growth, the health of the company and the industry as a whole. We pride ourselves on our customers' satisfaction, and the lasting relationships we have built in the industry. This new partnership with Turf Care is right in line with that thinking," said Field.

"Turf Care and its entire staff are looking forward to delivering an outstanding combination of best of class products and customer service as a result of this alliance," said Bob Golden, Vice President, Sales for Turf Care. "Our partnership with Nu-Gro is in keeping with Turf Care's philosophy of service excellence to the green industry," added Golden.

About Turf Care

Turf Care Products Canada Limited (www.turfcare.ca) was originally founded in 1975 to provide sales and service of the Toro Company's line of outdoor products for Ontario. Since then, the company has expanded its product line to include E-Z-Go, Yamaha, Finance Options, as well as several other well respected products. In addition, Turf Care's agronomic division provides the highest quality of fertilizers, micronutrients and plant protection products to the green industry.

About Nu-Gro

Nu-Gro (www.nu-gro.com) is Canada's leading supplier of fertilizer, pest control, ice melter, and horticultural products to the lawn and garden and professional



markets. It is also the world's largest merchant manufacturer and marketer of controlled release nitrogen products.

Nu-Gro markets consumer lawn and garden products under Wilson, C-I-L, Vigoro, So-Green, Hillview and Alaskan brands, as well as the natural organic Green Earth brand. This strong product mix provides customers with a full range of horticultural products that meet every gardening need. Nu-Gro also markets turf products, pest control and ice melter products to professional applicators, protecting and beautifying golf courses, homes, parks, restaurants and many other commercial products.

Waycool Evaporative Cooler from Rittenhouse

It is the same model used by professional sports teams. This unit is excellent for larger areas where a heavier duty, more permanent installation is in order. It is great for garden centres, hotels and resorts, movie production sites, sports teams, factories, outdoor patios, golf tournaments, rental and farm buildings.

This is the best evaporative cooler on the market. It costs less than 50 cents a day to operate. The unique design dramatically outperforms all other portable evaporative coolers. There are two models to choose from, 1/3 HP, which blows air up to 65' and the 1 HP model that blows up to 100'. For more information, visit www.rittenhouse.ca or call 1-800-461-1041. ♦