

## Press Releases

NEWS FROM THE SPORTS TURF INDUSTRY... PLANT PRODUCTS SELLS DIVISION & TURF BIG ROLL BROCHURE ONLINE

### Plant Products announces sale of Consumer Products Division

Brampton, Ontario. (October 8, 2002). Plant Products Co. Ltd. announced recently the sale of its Consumer Products Division to Nu-Gro Corporation. The sale of assets associated with this division, including the SMARTCOTE™ brand name, also includes a long-term supply agreement between Plant Products and Nu-Gro for all Nu-Gro's Consumer Water Soluble Fertilizer needs as well as a licensing agreement for the Plant-Prod® trade name in the Canadian consumer market.

Plant Products will remain Canada's primary supplier of fertilizer and pest control products to the Canadian Commercial Horticulture and Professional Turf Care industries. The Turf and Horticulture Divisions have now been consolidated under the leadership of Harold van Gool, who has been appointed Vice President, Sales and Marketing.

Plant Products leading brand of soluble fertilizer, distributed under the Plant-Prod® trademark, is sold worldwide. Remarking on the impact of the sale on Plant Products primary business segments, Mr. John Lewandowski, President of Plant Products, noted that "this will now allow Plant Products to devote more resources to our core strengths, the production of water soluble fertilizer and technology transfer for the commercial horticulture and turf markets."

Mr. David Watson, having built the Plant-Prod® and SMARTCOTE™ brands in the consumer marketplace with Plant Products, will continue his commitment to this marketplace, assuming new responsibilities as Category Manager/Fertilizers & Pesticide Products at Nu-Gro. "I'm pleased that Plant Products will continue to be the manufacturer, ensuring Plant-Prod®'s quality and consistency will be unchanged and reliable," said Mr Watson.

"The sale and supply agreement sets the stage for future growth for both Plant Products in our current professional markets, and also for Plant-Prod in the con-

sumer market," said Mr Lewandowski at the signing of the contracts. "Everyone on our management team is eager to capitalize on the operational benefits of this transaction and devote all our energies to serving our customers and making a world-class fertilizer."

For further information, please contact Plant Products Co. Ltd., President John J. Lewandowski, at 905-793-7000, email [jlewandowski@plantprod.com](mailto:jlewandowski@plantprod.com) or visit [www.plantprod.com](http://www.plantprod.com).

### New "Turf Big Roll Installation Guide" available on TPI website

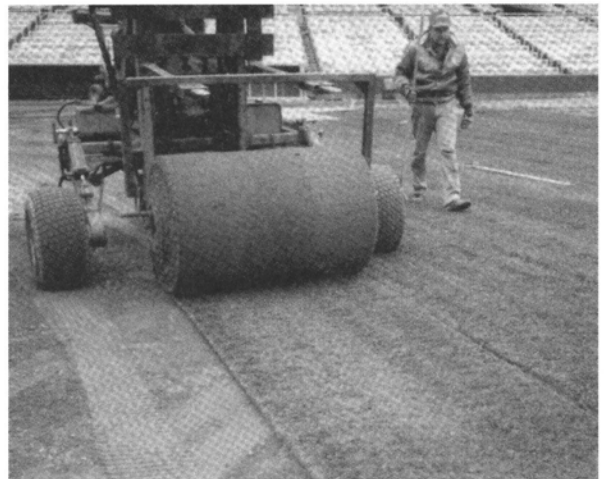
Rolling Meadows, IL – The "Turf Big Roll Installation Guide," a new brochure, is now available on the Turfgrass Producers International (TPI) website at [www.TurfGrassSod.org](http://www.TurfGrassSod.org) as an electronic brochure. It can be downloaded and printed in full colour. The brochure – based on interviews with professional landscape contractors – provides an informative overview of the big roll sod installation procedures and a summary of the significant cost- and time-saving benefits to landscape contractors.

"Our purpose in creating this brochure is to help inform landscape contractors about the benefits they can gain from turf big roll installation," said Dave Dymond, TPI Board Member and Marketing Committee Chairman. "Big roll installation capability will allow contractors to increase their business by taking on any size job with half – or less – the number of workers required for standard roll installation of similar sized areas. And because big rolls are handled mostly by machines, there is considerably less physical labour involved."

Dymond added that, because the turf big roll installation benefits extend to the

customers of landscape contractors, TPI decided to present the "Turf Big Roll Installation Guide" on the public-access portion of the association's website. "We wanted it available to the widest audience possible to help everyone involved in turfgrass sod installation to make better decisions," said Dymond, "and this includes not only landscape contractors, but also their customers such as sports field managers, landscape architects, and builders of residential and commercial properties."

At the TPI website, the "Turf Big Roll Installation Guide" is offered in three PDF versions that can be downloaded and printed locally. Each PDF begins with an instructional page describing how to print the two-sided brochure and which PDF option is best suited for an inkjet, laser or commercial printer. To review, download and print the brochure, go the TPI website, click on "Pressroom," and then "Bro-



chures & Fliers." You'll see the "Turf Big Roll Installation Guide" listed first. Click on it and follow instructions to produce a two-sided, gate-fold, full-colour brochure.

Turfgrass Producers International is a 37-year old, independent, not-for-profit association of more than 1,200 turfgrass sod and seed producers, equipment manufacturers and suppliers, and various individuals involved in education and/or research, located in over 40 countries. ♦