

VIEWPOINT

Bruce F. Shank, Editor

Most directories are for the advertiser. In this issue we have tried to provide a directory for the reader.

For the first time Weeds Trees & Turf contains a list of both equipment and chemical distributors in the U.S. and Canada. After all, the majority of you buy from dealers and distributors, not manufacturers. After each dealer is a list of brands he carries. So, at least in theory, you can locate the dealer listings for your state, look through for dealers near you and the brands they carry. You may discover that there are more dealers in your area than you previously thought. A little competition between dealers might save you some money.

Too often the role of the distributor in the Green Industry is underplayed. The distributor is the advisor on product use, the person who repairs your equipment, helps you obtain financing for some large purchases, and recommends changes to the manufacturer. A product won't succeed on the market if distributors don't like it.

Our list is a first stab at organizing a list of dis-

tributors of all Green Industry products and making it available as one collection to the industry. The list could double in size for next year's Buyer's Guide.

We encourage distributors to contact Weeds Trees & Turf so that we can list them next year. The companies listed in this issue were provided by cooperating manufacturers who realize the distributor is their strength in the field. Distributors who aren't listed may recommend to their manufacturers that a list be provided next year.

Our December issue will profile the distributor. We will strive to show dealer costs, mark-ups, repair problems, customer services, and the situation of being in the middle, between manufacturer and user. If the distributor you buy from is an example of how it should be done, please write to me with his name and background. We must pick three or four out of the thousands in the U.S. and Canada for featuring. We'd like you to pick the best ones for us.

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