

## Weyerhaeuser moves to dominate lawn and garden distribution

The Board of Directors of the Weyerhaeuser Company has approved the acquisition of the largest U.S. distributor of lawn and garden hard-line products, GardenAmerica's distribution division for an estimated \$125 million. GardenAmerica is the largest distributor of Ortho brand consumer plant care products in the country.

Weyerhaeuser will add GardenAmerica's 15 Sun Belt distribution sites to its Nursery Products Division which owns Hines Wholesale Nurseries in California and Texas and Wight Nurseries in Georgia. Weyerhaeuser is a joint owner of Shemin Nurseries with locations in Connecticut, Maryland, Georgia, Illinois, Michigan and Florida. The deal includes Shemex International of Holland which exports U.S. horticultural products.

After the acquisition of GardenAmerica's distribution sites, Weyerhaeuser will have growing operations or distribution facilities in 16 states, including 10 of the 11 largest metropolitan areas in the U.S. GardenAmerica's distribution arm serves more than 6,000 retail outlets including independent retail garden centers, home centers, mass merchandisers, drug and grocery stores.

## Robin expands U.S. network

Carswell Import and Marketing Associates, Inc., the sole U.S. importer and marketing agent for Robin Outdoor Power Products of Japan, has added eight new distributors. CIMA now has 27 Robin distributors. Robin products include professional grass trimmers/brush cutters, backpack blowers, sprayers, hedge trimmers, water pumps and engines.

## Formulator/distributors vie for new herbicides, PGRs

Some chemical manufacturers are listening to proposals from regional and national distributors for reformulating and marketing their new products. Two primary products are mentioned most, preemergence herbicides and plant growth regulators. The products are not yet labelled for turf.

The manufacturers, often torn between marketing the products themselves through existing semi/ag sales forces or strong distributors, are leaning more heavily to the distributor. Reformulating ability and marketing skill are of most concern to the manufacturers. Mentioned most often are PBI/Gordon, Scotts, Lesco, United Agri Products, The Andersons, and Lebanon.

You might think these companies could be called manufacturers as well as distributors, and you'd be right. Distributors without reformulating capability and labelling agreements with chemical manufacturers face buying product from their own competitors if the trend continues.

In-the-Middle covers the turf and landscape distributor and dealer. Distributors are invited to send news items to Weeds, Trees & Turf, 7500 Old Oak Blvd., Cleveland, OH 44130.

The new division will operate under Vice President Robert L. Scofield.

Environmental Care, Inc. is a subsidiary of Environmental Industries, Inc.

### ASSOCIATION

## Calif. landscapers encouraged by start

The election of officers is the next order of business for the new Professional Interior Landscape Association (PIPA) of Southern California.

More than 200 persons attended PIPA's inaugural meeting in mid-May. "Our goal is not to replace the national organizations but to supplement them," says Lydia Paneri, a member of PIPA's ad hoc formation committee. "I think we can be effective in providing seminars and educational programs to all people involved with interior plantscape and not just the owners and operators."

Paneri tells WEEDS TREES & TURF the new association already numbers about 100 members and "is getting a good response from suppliers."

### INDUSTRY

## E-Z-GO strengthens utility vehicle line

Officials at E-Z-GO Division of Textron are knee-deep in the development of a national distribution network for a growing line of industrial vehicles.

This past February the Augusta, GA, based manufacturer of golf cars unveiled a line of industrial vehicles and on June 4 announced the purchase of the assets of Eagle Vehicles, Inc., Dallas, TX, manufacturer of the Pargo Industrial line.

"We now have 19 different style units," E-Z-GO spokesman Bill Manning tells WEEDS TREES & TURF. "We have everything from a one seater to an 11 passenger model. Our acquisition of the Eagle Vehicles was a good mesh, a perfect marriage."

Manning says the introduction of new models this past winter and the purchase of the Pargo line makes E-Z-GO "one of the leading contenders in the three and four wheel, gas and electric industrial vehicle market."

### INDUSTRY

## 3,500 attend Lesco seminars

More than 3,500 turf professionals attended educational seminars in