

## WATER ISSUES SHAPE THE FUTURE

**T**he May, 1989 issue of *LANDSCAPE MANAGEMENT* magazine carried a cover story titled "Smart Water: Every Drop Counts." If you've been in the green industry for any length of time, we don't have to tell you how important it is to conserve water—from both environmental and financial standpoints.

Weather conditions the last two years have magnified the problems. Articles in such well-read consumer publications as *Newsweek* and *Time* have dealt directly with the recent lack of water in our environment, also pointing out expected "global warming" trends that will intensify as the 21st century unfolds.

As these publications also report, groundwater contamination and pesticide runoff are also becoming more important points of concern.

The astute and concerned landscape manager—from the golf course superintendent to the landscape contractor to the irrigation contractor—realizes the existence of presently available methods to improve water use efficiency. Chief among them are improved turfgrass cultivars like turf-type tall fescue that use less water to remain healthy, and computerized weather stations that link up to irrigation control systems.

Some other shortcuts, such as the products mentioned in this special advertising supplement, can be added to the list. Soil wetting agents, water absorbents and transpiration minimizers—AquaGro, SuperSorb and FoliCote to be specific—promise to play an increasing role in water conservation as the millennium approaches.

We hope that you, as a concerned landscape manager and an environmentalist in your own right, will take a few minutes to look over the information contained herein. Because, by using improved cultivars, state-of-the-art irrigation systems and the products being marketed by your friends at Aquatrols, the industry and the environment will be better served in the years ahead.

*Jerry Roche*

**Jerry Roche**  
Executive editor,  
*LANDSCAPE MANAGEMENT*



Aquatrols founder Robert A. Moore cuts 35th anniversary cake at 1989 GCSAA convention and trade show.

## FROM THE SEED OF AN IDEA, GREAT THINGS GROW

**W**hen I first started Aquatrols in 1954, I was very naive about the turf industry. I knew that grass was fertilized and mowed, and little more. I was to learn very quickly that the industry was more sophisticated than that. But I soon observed that landscape management practices of the day relied on traditional labor-intensive technologies, which had changed very little since the 1930s. I could not foresee at the time that Aquatrols was to become a participant in the technology explosion that resulted in the coming of age of an industry which impacts our daily lives.

I am proud to consider myself at least a minor contributor to this technology explosion. Thirty years ago, Aquatrols not only introduced AquaGro to the turf industry, we created a new labor-saving category of chemicals called soil wetting agents.

Old-timers scoffed at the idea—they had gotten along quite well up to

now without wetting agents, thank you. Many turf scientists proclaimed that AquaGro would never work, and if it did, the greenskeeper who knew what he was doing would not need to rely on soil wetting agents.

If I could have predicted that the simple concept of chemically reducing the surface tension of water to make it perform more effectively in soils would stir up so much debate and outright skepticism, I might never have left my job at Mobil to start Aquatrols. But I persevered, my confidence bolstered by many innovative greenskeepers who gave AquaGro a try and observed the difference it made.

Over the years, many progressive lawn care and landscape companies have begun using AquaGro, along with the more recently-introduced Aquatrols products SuperSorb and FoliCote, to improve the results of their turf and landscape management programs.

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Today, soil wetting agents, water absorbents and transpiration minimizers are accepted tools of the landscape management professional, due in part to our commitment to this industry.

The future holds many new challenges for turf management professionals, to whose fortunes Aquatrols' future is tied. For example, the millions of new golfers that the National Golf Foundation predicts will take up the game by the year 2000 will expect to play on perfect turf. Yet the golf course superintendent, along with his colleagues in the lawn care, landscape

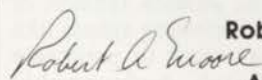
and athletic turf management professions, will be increasingly expected to do more with less...lower volumes of pesticides, less flexibility in their application, less water and with scarcer labor.

How will we deal with these pressures?

Inspired by their dreams and driven by the incentives of our economic system, I expect the innovators to rise to these future challenges. Continued improvements in chemicals and equipment supported by biotechnology and computers will no doubt help us address these challenges.

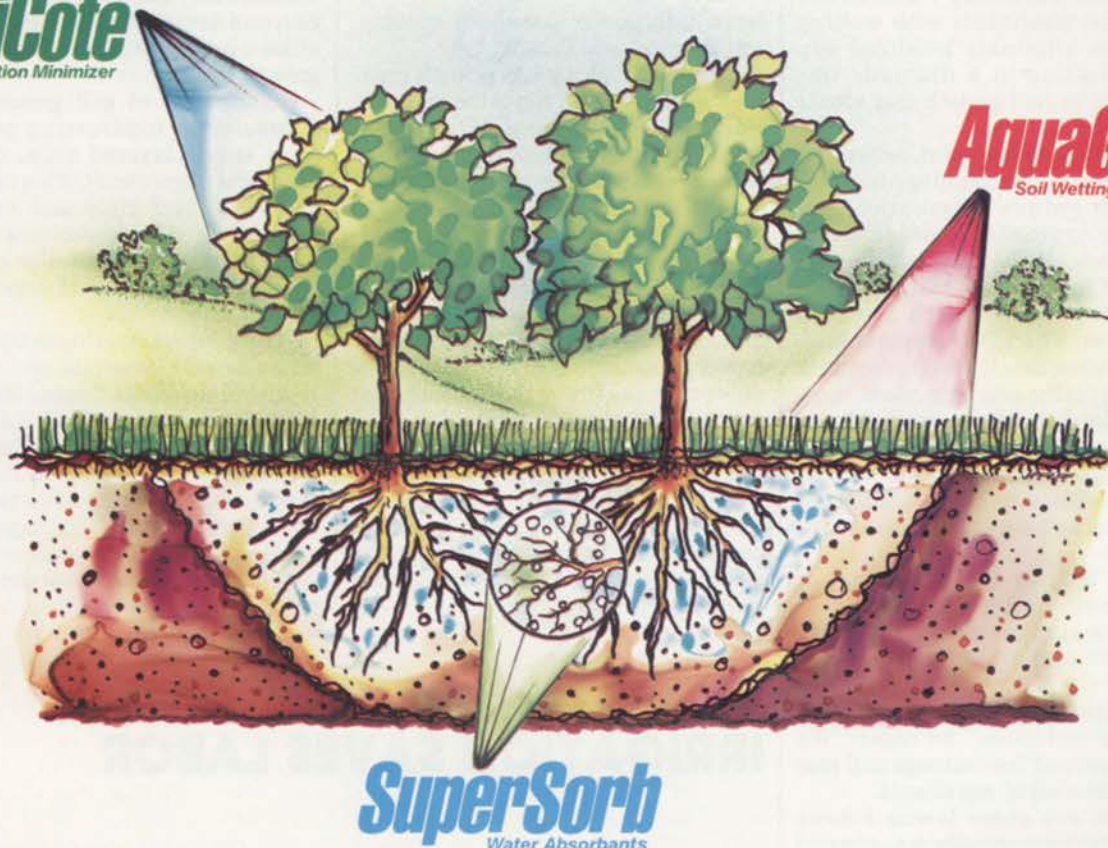
Our company is taking aim at one

of the toughest of these challenges: water resource management. Aquatrols has been built on developing products for solving water-related problems in the turf and horticulture industries. We are confident that better products are to be discovered. At Aquatrols, we are planning to continue turning dreams into practical technologies for helping turf and horticulture professionals improve our quality of life while more effectively managing the world's finite water resources.



**Robert A. Moore**  
President  
Aquatrols, Inc.

**FoliCote**  
Transpiration Minimizer



## GETTING TO THE ROOT OF THE PROBLEM

**A**s the green industry becomes more water conscious, the innovative landscape manager will want to use any available tools that help improve water efficiency.

Useful products for this are soil wetting agents, water-absorbent polymers and transpiration minimizers.

Aquatrols, based in Pennsauken,

N.J., specializes in developing these tools that can help turf and landscape managers save water, labor and money. AquaGro soil wetting agent reduces the normal surface tension of water so that it moves more easily into and through the soil; SuperSorb water absorbents capture and hold water for use by plants when needed; and Fo-

liCote then minimizes transpiration from plants when they are under moisture stress from transplanting, transporting or weather extremes.

Use of these quality Aquatrols products will thus help more efficiently manage water through all phases of the life cycle: propagation, installation and maintenance.