

HOT TOPICS

Chippers, shredders to lead equipment market growth

EPA restrictions and more golf maintenance will drive equipment sales.

by James E. Guyette
Contributing Editor

CLEVELAND—An industry analyst predicts that you will be called upon to chip and shred more brush, adapt to using new models of electrically-powered equipment, and service more golf courses. Residential clients will be more plentiful, too.

Chippers and shredders are expected to be the highest growth category within the power equipment marketplace, according to a study here by The Freedonia Group.

An anticipated annual expansion rate of 16 percent through 1998 is largely based on increased environmental concerns among consumers and restrictions on yard waste being enforced by state and local governments, says analyst Kathleen O'Brien, who authored the 225-page study. It sells for \$2,800.

"Environmental regulations are also causing changes in manufacturing," she notes. "For instance, new EPA standards that will regulate the amount of air emissions are forcing manufacturers to redesign their products."

Expect electric tools to play a bigger role in the power equipment marketplace based on mandates from the EPA. O'Brien predicts that the total electric market will grow by close to 20 percent annually, and that it will account for 12 percent of all the U.S. lawn and garden equipment shipments by 1998.

She believes that advances in battery

Item	1983	1993	1998	% annual growth	
				83-93	93-98
Equipment shipments	2777	5458	6820	7.0	4.6
Residential	2510	4603	5710	6.3	4.4
Lawnmowers	1303	2528	3060	6.9	3.9
Other	1207	2075	2650	5.6	5.0
Commercial	267	855	1110	12.3	5.4

(figures in millions of dollars)

Source: The Freedonia Group, Inc.

technology along with more stringent emissions standards will result in greater use of electric motors in larger pieces of equipment such as lawn mowers.

The demand for outdoor power equipment in general is expected to grow at 4 percent annually through 1998, with the market reaching \$5.8 billion at manufacturers' prices. Commercial gear sales may see a 6 percent yearly increase based on the construction of more new golf courses, a strong replacement demand from municipalities and a rise in dual-income households that will create a bigger demand for professional landscaping services.

Exports are another equipment issue as manufacturers cope with a largely mature U.S. marketplace. "The commercial export market will be especially strong due to the fact that most other nations do not have established commercial lawn and garden equipment-producing firms," O'Brien forecasts, adding that "the explosive popularity of golf in certain areas creates an instant need for a wide variety of commercial maintenance equipment."

Contact: The Freedonia Group, 3570 Warrensville Center Rd., Suite 201, Cleveland, OH 44122; phone (216) 921-6800

Power blower ban is unconstitutional in New York village

SCARSDALE, N.Y.—Scarsdale Village Justice Virginia Knaplund found the June, 1993 seasonal ban on gasoline-powered leaf blowers unconstitutional last month.

The ban was contested by Trolio Landscaping of Mount Vernon, which was represented in court by Thomas Beirne of Cuddy & Feder of nearby White Plains.

Scarsdale is a community just north of Yonkers, very near New York City and within six miles of both Connecticut and New Jersey.

The decision found the Village of Scarsdale regulation "arbitrary, irrational and unduly oppressive." The statute must be found unconstitutional, wrote Judge Knaplund, "if an ordinance is unduly oppressive and a valid government objective can be accomplished by less restrictive means," according to an

continued on next page

ELSEWHERE

Early thaw could hurt foliage, page 37

No smugness in Washington, page 38

Hort info now on CD-ROM, page 38

This month's slate of meetings, page 39

BAN from preceding page article in the *Scarsdale Inquirer*. The newspaper quoted the judge:

"When you're depriving someone of his livelihood, you have to do it by the least restrictive means, and if there are regulations that would do it, then you have to do it that way."

Michael Bellantoni of the New York State Green Industry Association was pleased with the outcome.

"This was an important decision for our industry," he noted, "and a recognition of the view of the silent majority of our customers who appreciate the tools of our trade."

"This, of course, does not relieve us from using prudence in the use of leaf blowers, in a way that minimizes inconvenience or disturbance to surrounding neighbors. This decision will (also) require us to contest other leaf blower bans."

Such laws remain in effect in Pelham, New Rochelle, Atlantic Beach and Larchmont, N.Y., and certain other communities in California and Michigan.

January thaw may lead to fewer spring flowers in northern states

UNIVERSITY PARK, Pa.—You may have noticed flowering bulbs sending up shoots, and buds opening on shrubs and trees during January's warm spell. This may be bad news for some spring flowers, says J. Robert Nuss, professor of ornamental horticulture at Penn State.

"Warm weather, thawed soil and plenty of moisture can cause woody ornamentals and many spring flowering bulbs to break dormancy and begin growing," says Nuss. "With temperatures of 60°F and higher in January, the flower buds on many trees and shrubs have expanded and have even begun to show color."

"These buds are likely to be killed during the freezing weather that followed (in February and early March)," Nuss adds. Shrubs that flower early are most likely to suffer from bud damage: forsythia, flowering quince, jasmine, weigela, lilac, witch hazel and some kinds of viburnum and rhododendron.

"The extent of injury will depend on

the amount of available moisture, how much the buds have opened, and how cold it gets during the remainder of winter," Nuss says. "Plants at higher elevations and in colder areas probably have remained dormant and won't be injured."

There is nothing that landscape managers can do about the problem.

However, foliage on spring bulbs sending up premature shoots probably will not be injured much, Nuss notes.

He cautions that premature foliage will need some protection against nibbling rabbits. "A thin layer of straw or mulch over the leaves will conceal them," he says. "This also helps keep the shoots from being crushed by ice and snow."

If flowers are lost, take heart—it doesn't mean the plant will die. "Most trees and shrubs are quite durable and can survive temperature fluctuations," Nuss concludes. "In any case, those buds that survive will be all the more welcome this spring."

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No time for smugness in Washington

ORLANDO, Fla.—Don't get too smug about the recent silence of lawn care critics, particularly in Washington D.C., warns LCO Robert Andrews.

"Historically, when do we get into trouble? When we're not under the gun," says Andrews.

Andrews, the 1993 president of the Professional Lawn Care Association of America (PLCAA), says the Republican landslide this past November heartened many LCOs, but political fortunes can change rapidly. "Two years ago (President) Clinton was on top of the world. He's down now, but don't count him out.

"If we start to mess up. If we let our guard down. If we get sloppy, the wolf will be back at the door."

Also, points out Andrews, agriculture's clout in Washington D.C. will likely con-

tinue declining. An example is the broadsides being aimed at farm subsidies.

"That big umbrella that agriculture protects us with, to a great extent, is declining," says Andrews who owns a lawn care company near Indianapolis. He made these comments at a seminar he conducted here in January on behalf of PLCAA.

—Ron Hall

Massachusetts gets pre-emption

SPRINGFIELD, MASS.—At the end of the 1994 legislative year Governor William Weld signed into law preemption legislation in Massachusetts. This law gives the state exclusive authority to regulate pesticides. It goes into effect at the end of March.

The Massachusetts Association of Lawn Care Professionals along with the Associated Landscape Contractors of Mass., the Mass. Arborists Association, and the New England Pest Control Association worked for the last three years to insure passage of this bill.

Landscape managers told to educate the public

TWIN FALLS, Ida.—Members of the Environmental Care Association were told by Doug Fender that they must become more proactive by sharing scientifically-based facts about the benefits of turfgrass with the public.

Fender, executive director of Turfgrass Producers International, made his comments during the organization's annual meeting here earlier this year.

He said everyone in the turfgrass industry must counter the pseudo-scientific attacks by people he termed "eco-terrorists" during his hour-long presentation.

"What does a rain forest do that a lawn doesn't also do?" Fender asked rhetorically. "Both lawns and rain forests are made up of thousands or millions of plants. The average lawn...is a forest of grass. Who knows: maybe like the hope we hold for the rain forests, the cure for many diseases may be waiting to be discovered, right under our feet."

INFO CENTER

Books, literature and videos for the green industry

NOW ON CD-ROM...A computer CD-ROM disk is now available from Colorado State University's Cooperative Extension Service for horticulturists. It features a collection of CSU's latest research on lawn care, selection and care of trees and shrubs, and flower and perennial growing.

It also contains the following CSU publications: "Woody Landscape Plants for the High Plains," "Flowering Herbaceous Perennials for the High Plains," "Insects that Feed on Colorado Trees," and "Shrubs and Household Insects of the Rocky Mountain States."

The disk contains more than 5,000 fact sheets and 2,000 graphics. It is available in Windows, DOS, Mac and Unix versions. Send \$40 to Resource Center, 115 General Services Bldg., CSU, Fort Collins, CO 80523 or phone (303) 491-6198.

WEEDS & DISEASES..."Biological Control of Weeds and Plant Diseases" by Elroy L. Rice, professor emeritus of botany, is available from the University of Oklahoma. The 448-page text contains information useful to plant pathologists,

agronomists, foresters and horticulturists. To order, send \$55 to the University of Oklahoma Press, P.O. Box 787, Norman, OK 73070 or call (800) 627-7377. Stipulate publication #2698-1.

PRECIPITATION RATES...A new irrigation training program entitled "Precipitation Rates and Sprinkler Irrigation," from Hunter Industries, is for educators, distributors, contractors and irrigation designers. It includes an instructor's manual, student manuals, 75 slides and a quick-calc slide rule. Cost is \$45; additional student manuals are \$1.50 each. To order, call (619) 744-5240.

TREE TRIMMING MANUAL...ACRT Institute is selling "The Line Clearance Tree Trimmer Certification Manual" for \$120. Using it for training will fulfill OSHA's special training requirement that went into effect Jan. 31. The manual has more than 200 illustrations. To order, or for more information, call ACRT at (800) 622-2562 or write ACRT, P.O. Box 219, Kent, OH 44240.

ENVIRONMENTAL GOLF..."An Environmental Approach to Golf Course Development" is available from the American Society of Golf Course Architects. The 48-page brochure, which includes a foreword by the U.S. EPA, shows how golf courses can complement the environment, and includes case studies and specific checklists for reference during the process of applying for the appropriate permits. Copies are available for \$10 each from: ASGCA, 221 N. LaSalle St., Chicago, IL 60601.

STREET TREES...A 188-page full color book titled "Street Trees Recommended for Southern California" is available from Street Tree Seminar, Inc. The book contains more than 350 photographs of 85 different trees. The text is designed for serious students, professional tree managers and casual reference. For more information, write to Chairman, Publications Committee, Street Tree Seminar, P.O. Box 3222, Anaheim, CA 92803; or phone (714) 991-1900.

SUPPLIER'S CORNER

■ Tadd Seitz relinquishes his CEO position to Theodore Host, who had been COO at The Scotts Co. Seitz will continue to be actively involved with the company as chairman of the Board of Directors...

■ American Cyanamid expands its Turf, Ornamental and Pest Control Products Group with the promotion of Brian Stidham to national sales manager and Lendel Schutzman to key accounts manager. Other changes: Gary Curl to senior market manager, Kyle Miller to senior market development manager and Dr. John Thomas to product development manager...

■ Up to \$1,000 will be awarded to each of 23 U.S. universities by AgrEvo USA as part of its Turf Scholarship Program. Scholarships are being awarded through this month...

■ Richard E. DeVaughn is new vice president, engineering at Jacobsen Division of Textron...

■ Bill Scheele is new to the Encore Manufacturing engineering department...

■ Robert F. Killian Jr. is new senior vice president of sales and marketing at

Kubota Tractor Corp....

■ New at Lofts Seed: Dr. Richard Hurley promoted to vice president, director of research and professional sales; Vickie Wallace to technical service coordinator, John Brader to manager of the Maryland facility. Mary Beth Ruh is new manager of the new Allentown warehousing/shipping branch...

■ The Toro Co. forms a new Recycling Equipment Division to manufacture and market equipment for the growing global recycling equipment industry. Mike Hoffman is managing director...

■ Lofts Seed awards scholarships of \$1000 and \$2000 to 14 students in the name of co-founder Peter Selmer Loft, the 11th straight year such presentations have been made...

■ Jerry Curtice, long of Aquatrols, retires. Taking his place is Jim Turner, previously southeast territory manager...

■ Donald Dungjen is appointed national market manager for Buckner Irrigation's resi-

dential and commercial products division...

■ Zeneca Professional Products names Ernie Mahlmann technical sales lead...

■ Operating profits reached £14.4 million in nine months to September 1994 for Ransomes plc of Ipswich, England, parent company of Ransomes America Corp. That compares to £2.4 million for 12 months in 1993, which includes exceptional costs of £5.8 million...

■ Guy Mikel is promoted to vice president of the Specialty Business Unit at Sandoz Agro. Also, Terri Lohmann becomes marketing services associate...

■ Hunter Industries has seven new regional sales and service reps: Jeffrey Bower (Fla.), Steve Emerson (no. Calif., no. Nev.), John George (no. Texas, Okla., no. N.M.), Mark McKernan (cent. Calif., so. Nev.), Bruce Morgan (central plains), Don Neely (so. Texas) and Todd Van Dyne (N. Eng., east Canada).

GREEN INDUSTRY EVENTS

APRIL

22-29: American Society of Golf Course Architects annual meeting, Scotland. Phone: ASGCA, (312) 372-7090.

25-26: Sports Turf Management for Professionals course, Davis, Calif. Phone: University of California, (800) 752-0881 or (916) 757-8777.

25-27: International Erosion Control Association seminars, Nashville, Tenn. Phone: IECA, (800) 455-4322.

27: Southern California Sports Turf Managers Association Landscape and Lawn Seminar, Sea World, San Diego. Phone: Chris Bunnell, (619) 432-2421.

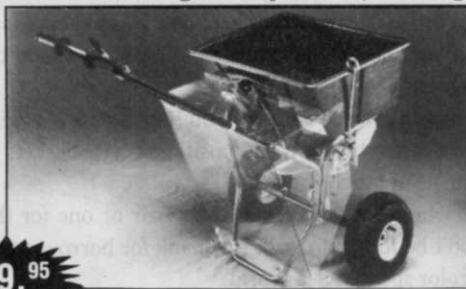
28: Certified Landscape Professional exam, sponsored by Associated Landscape Contractors of America, Cal Poly San Luis Obispo. Phone: ALCA, (703) 620-6363.

29: Certified Landscape Professional exam, sponsored by Associated Landscape Contractors of America, Sandhills Community College, Pinehurst, N.C. Phone: ALCA, (703) 620-6363.

Correction

■ In the January 1995 issue LM mistakenly reported that Providence creeping bentgrass had been developed at the Univ. of Arizona. The developer, in fact, was the Univ. of Rhode Island.

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