



# 1997 Emerald

Clockwise from top left: Kubota B-Series compact tractor 'runs and runs,' says contest winner; Echo PB46LN for 'low noise' leaf blower work; Ford trucks repeat as a favorite work-horse vehicle; Stihl chain saws a favorite; Toro walk-behind mowers win big; DowElanco's Team/Team Pro; Echo SRM 3100 trimmer; Ryan aerator a run-away winner.





# Awards



## *Big wins by Echo, Ryan, Toro and Kubota, as LM contestants tell us the products they like best!*

**T**he 1997 Emerald Awards—our contest in which participating LM subscribers write in to tell us which products are their favorites—showed strong interest in some of the leading brands of mowers, aerators, trimmers, leaf blowers and control products.

Do these products likely require more of a dollar investment? Probably; which tells you that cutting corners with equipment is not a strategy of green industry professionals.

Team, a preemergent weed control product from DowElanco, scored first in that category,

“What people like best about Team and Team Pro is that both offer the most proven, effective, preemergent control of grassy weeds including crabgrass, goosegrass and annual bluegrass (*poa annua*),” says Gary Denhart, DowElanco business manager for Turf, Ornamental and Technical Products.

“Team has been on the market for more than 12 years and remains the best value in comparison to competitive products. It is the only widely used crabgrass preventer with two active ingredients—which leads to its consistent performance—but it is the combination of efficacy and value that repeatedly earns customer loyalty.”

Echo took top votes in two categories; line trimmers and leaf blowers. In the leaf blower market, the company’s PB-46LN is state-of-the-art, designed to generate only 65 decibels at full throttle at 50 feet.

“This new blower promised to give professional users across the country what they’ve been waiting for,” says Bill Peel, Echo director of marketing.

The company’s new trimmer/brushcutter for the professional market is the SRM3100, which features a Pro-Fire Electronic Ignition for easy starts, and a trimmer head for 50 feet of line.

“It’s a great honor whenever any of the trade magazines recognize the manufacturer,” says Brian Masterson, marketing manager for Toro’s landscape contractor group.

“It’s great when it comes from a landscape contractor, because our whole organization is really designed to address the needs of the landscape contractor.”

Kubota won in the compact tractor category.

“Kubota products’ reputation for high quality, durability and value are key elements in the popularity of Kubota among landscapers and golf course superintendents,” says Paul Williams, product manager for tractors and implements. Dan Kilgas, of the residential and commercial mowing products line, says the tractors, “are user-friendly and offer exceptional versatility by allowing the use of a wide variety of performance-matched implements.” □