

Customer driven through the next century

by DICK HOLZSCHU/General Manager, Urban Pest Management

As the old song goes, "The times they are a changin'." In fact, everything changes, even the rate of change changes—or more precisely, accelerates. It's simply a fact of life.

At DowElanco, we want to do more than just keep up with change. We want to stay ahead of it. We know that thriving in today's business world means exceeding customers' needs not just today, but well into the future. That requires a total commitment to the turf and ornamental industry while embracing the changes taking place within it.

Our total commitment to the industry focuses on three areas: supporting current products, developing innovative new products, and providing accurate, up-to-the-minute information to the industry.

Current workhorses

Support of our current products is ongoing and includes continual testing and research, both in the laboratory and in the field. Our goal—ensure our products meet efficacy standards and satisfy customers' needs.

One of the products we remain committed to is Dursban® insecticide. Dursban has been a mainstay in thousands of insect pest control programs for years. We don't take that kind of loyalty for granted. Because our customers rely on Dursban, we support it through research, development of improved formulations and packaging, and educational seminars designed to help customers get the maximum benefit from their insect pest control programs.

Another product we remain committed to is Surflan® herbicide. Because Surflan offers season-long control of over 40 grasses and broadleaf weeds and is safe on more than 400 ornamentals, it offers greater protection than any competitive product, and therefore continues to be the backbone of weed control programs for

thousands of professionals throughout the country. With this in mind, we're happy to report our Surflan plant expansion is complete and we fully expect to meet current demands for the product throughout 1997 and beyond.

New horizons

In the effort to meet tomorrow's needs, DowElanco continues to funnel resources to new product development. Our commitment is large. In fact, our Research and Development Building contains more than 612,000 square feet and 15 individual greenhouses employing approximately 400 scientists and other employees. It's the world's largest single plant breeding and agricultural research center under one roof.

Along with the research conducted at the world headquarters in Indianapolis, major research stations are maintained in 19 additional areas around the world. With this global perspective, we've secured a place as a leader in the discovery and development of new pest control technologies.

In this vein, I'm pleased to announce one of our newest products, Team® Pro herbicide, is now available. Team Pro is more consistent on everything from crabgrass to spurge and oxalis, and it's the only crabgrass preventer available with a unique blend of the two active ingredients Balan® herbicide and Treflan® herbicide. This combination provides the quick activity of Balan with the long residual rates and broadleaf weed control spectrum of Treflan.

Information age

Of course, research and development triumphs aren't enough to carry us into the 21st century. Real success comes from a commitment to information—the information our customers and their clients need.

With that in mind, we strive to be an industry leader in education, support and environmental stewardship. In fact, we



have over 20 sales and technical support representatives dedicated to the turf and ornamental marketplace.

We believe teaching our customers about using pest control products responsibly is important. As a part of that we provide educational materials and speakers to seminars and associations, we promote IPM practices and responsible use of our products, and we maintain a leadership role in associations such as Responsible Industry for a Sound Environment (RISE), The Professional Lawn Care Association of America (PLCAA), Golf Course Superintendents Association of America (GCSAA) as well as many other state and local associations that work to educate the public and the government about the use of specialty pesticides in the environment.

In the end, it comes down to not only recognizing, but promoting change and growth within our industry. And through commitment, dedication and unwavering support, DowElanco plans to continue to be the leading manufacturer of turf and ornamental specialty products through whatever changes the next century may bring.

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