

## SUPPLIERS CORNER

**Bayer Corporation Agriculture Division** announced four transitions and promotions in the Garden and Professional Care Unit. Trevor Thorley appointed senior vice president, sales and marketing, Crop Protection Business Group; Rich Burns promoted to director, GPC professional sales and marketing; Michael Ruizzo, appointed central area sales manager, GPC professional sales and marketing; and Jorge Moreno, promoted to marketing product specialist, GPC professional sales and marketing. Also, Byron Reid has been hired as research product manager of the GPC pest control market.

**Carswell Distributing Company** is expanding distribution west to include Texas, with an office and warehouse facility in Carrollton, TX. The office will have full-time sales and support staff and offer full marketing and distribution services

to independent retail dealers throughout TX. Besides Great Dane Power Equipment and Robin Outdoor Power Products, other Carswell lines include Eaglestar, Winston Pro, McKissic, Giant Vac, Road Boss, Legend Grills, Merry Tiller, Mountain Embers and Green Mountain outfitters. A year ago, Carswell expanded its distribution to include IA, KS, NE, MN, ND and SD.

**Glenmac** has a new website with product information on the complete line of Harley equipment. The site offers information on Harley dealers, customer service and inquiries, questions and comments, links and company profile. [www.glenmac.com](http://www.glenmac.com)

Kevin Hattori is the new Director of Public relations for **Growth Products, Ltd.** He will be responsible for the identification and pursuit of

potential publicity opportunities for the company, will oversee all copywriting and function and will be the company's liaison with the media, industry associations and universities.

The SolarMower, from **Husqvarna Forest & Garden Co.**, is presently on display at the Smithsonian's Cooper-Hewitt, National Design Museum in NYC, as part of its 'Under the Sun' outdoor exhibition. The exhibition runs until October 25.

**John Deere** has a new PowerGard® extended protection plan for utility tractors, offering more flexible time and hour options and expanding eligibility to include compact utility tractors and pre-owned tractors. For more information call 888/256-3337 and select option #4.

Lebanon has signed a letter of intent to purchase the profes-

sional products division of Pursell Industries, including the ParEx brand name and the IBDU™ trademark, with October 1 being the tentative closing date. Lebanon has also become the main marketer of PennMulch as a result of its recent acquisition of PennTurf Products and New York Pellet Products, Inc.

**Rain Bird** is partnering with Kansas State University to provide irrigation equipment to the new Colbert Hills Golf Course project in Manhattan, KS. Scheduled to open in 2000, Colbert Hills will be the first PGA Tour-managed collegiate course in the US.

**Simplicity Manufacturing, Inc.** has been awarded three patents for yard care product designs: the Torsion Bar Suspension; the Ride-On Mower Steering; and a way to control airflow across the inlet nozzle of the company's chipper shredder vacuum, to better pick up yard debris [www.simplicitymfg.com](http://www.simplicitymfg.com)

**Toro** has announced a new marketing strategy to expand the distribution of Toro-branded mowers to selected home centers. The plan is to build on the ability of dealers to combine sales and superior after-sale service by matching dealers with home centers to begin a partnership of customer service. [www.toro.com](http://www.toro.com)

# Info center

## VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

**BULB.COM...** This site from the Netherlands Flower Bulb Information Center has been newly expanded for the fall flower bulb planting season. The site has a revamped Spring Bulb Guide (fall planted, spring-blooming bulbs), with descriptions, cultural and planting tips for bulbs from A to T (Allium to Tulip); an all-new Summer Bulb Guide (spring planted, summer-blooming bulbs); an upcoming new Landscaping Guide, for tips on mass plantings in landscapes; and two Technical Service Bulletins from the International Flower Bulb Center of Hillegom, Holland: *Guidelines for the Utilization of Flowering Bulbs as Perennial (Naturalized) Plants in North American Landscapes and Gardens*, and *Guidelines for Utilization of Fall-Planted Spring & Very Early Summer Flowering Bulbs in North American Landscapes and Gardens*.

**How to identify and control water weeds and algae...** Applied Biochemists has updated and expanded its guide to water management. The 124-page booklet features new photography and information on management alternatives for aquatic plant control on lakes and ponds, plus expanded information on treatment of irrigation systems. For information on book availability (cover price \$9,95) contact Applied Biochemists at 800-558-5106.