

Industry Update



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Jain Launches Web Site Redesign

Jain Irrigation, Inc. announced the redesign of its Web site at www.jainsusa.com. The site incorporates a new look and feel, along with database-driven content. Features include company news, searchable products and specifications, detailed product information and images, technical information and a dealer list linked to Google maps. A login system allows dealers and end users to view additional site content and interactive features.

Converted Organics Gets High Rating in Trials

Archer Daniels Midland conducted a turf trial on natural fertilizers typically used on commercial turf, such as urea. Tested against seven other competing natural fertilizers, **Converted Organics 6-0-0** displayed the best overall and consistent quality over nearly two months of evaluation. **Fermanian Consulting, LLC** conducted the study.

Landscape Company Spearheads Fundraiser

Reno Lawn & Landscape, Reno, Nev., has launched a donation match program to benefit Keep Truckee Meadows Beautiful, a nonprofit that offers a variety of educational and beautification programs. Individuals who donate to KTMB will have their donation matched by Reno Lawn & Landscape, up to \$5,000.

C.S. Trading Named as ATT Distributor

C.S. Trading LLC, Liberty, S.C., has been appointed the distributor for **Advanced Turf Technology, Inc.** in North America. C.S. Trading will work with existing dealers and further develop the network. Visit www.csturfproducts.com for details on the complete range of products.

John Deere to Use EGR Technology

John Deere will use cooled exhaust gas recirculation (EGR) engines in its construction equipment to meet the 2011 Interim Tier IV/Stage III B emissions regulations mandated by the Environmental Protection Agency and the European Union for diesel engines 174 hp and above. Exhaust filters will consist of a diesel oxidation catalyst and diesel particulate filter.

RSC Presents Awards, Wins Contract

Every year, **RSC Equipment Rental** presents the President's Award for Safety to top-performing branches that have achieved zero recordable incidents during a calendar year. In 2008, 226 of the 460 locations were incident-free, with no recordable incidents.

RSC signed a three-year contract with the city of Olathe, Kan. The company will supply a range of small and large rental equipment, including skid steers, mini excavators, trenchers and more.

Tygar Volunteers on "Extreme Makeover"

Tygar Mfg. participated on ABC-TV's reality show "Extreme Makeover: Home Edition" as part of a community effort to construct a new home for a family in Owensboro, Ky., in seven days. In partnership with **Curb Scapes** of Owensboro, Tygar assisted with the oversight and installation of nearly 300 feet of landscape curbing for the new home. Curb Scapes is a Tygar certified and trained contractor chosen by the builder, Thompson Homes, for the program.

Maruyama Signs Distributors

Maruyama announced agreements with **JET Equipment & Tools, Ltd.**, Burnaby, B.C., and **Beaver Valley Supply Co., Inc.**, Denver, Colo. JET will distribute the complete line of Maruyama professional outdoor power equipment in Canada's western provinces, including British Columbia, Alberta, Saskatchewan, Manitoba, the Yukon and the Northwest Territories. Beaver Valley Supply will distribute the line in Colorado, Wyoming, New Mexico, Utah, eastern Idaho, El Paso, Texas, and Elko, Nev.

OPEI and Weekly Reader Debut Educational Program

The **Outdoor Power Equipment Institute** announced the first phase of a new educational outreach program, developed to teach third through fifth-grade students the science behind lawns' ability to absorb carbon dioxide, release oxygen, cool the air, control dust, reduce erosion and filter water. The program includes experiments, worksheets, games and a Web site and blog by the program's "spokesperson," TurfMutt, at www.TurfMutt.com.

Schools in Washington, D.C., and Sacramento, Calif., will be the first to receive educational materials from **Weekly Reader**, a publishing company that produces resources to support the development of academic vocabulary, reading comprehension, writing skills and fluency.

DriWater Hires Murray and O'Leary

DriWater, Inc., Santa Rosa, Calif., hired **Janeen Murray** as part of its office sales team. Most recently, Murray served as operations manager for a playground equipment supplier and installer. She has also taught junior high and high school science and environmental education.

DriWater also hired **Darla O'Leary** to manage the Southern California territory. She has over 25 years' experience in the construction industry, including four years in irrigation distribution.

ITT Flowtronex Introduces Cash for Pumpers

ITT Flowtronex announced a limited-time "Cash for Pumpers" program, offering a 10 percent factory-direct cash rebate for the replacement of old and inefficient irrigation pump systems. Customers can replace pump equipment that has been in service for 15 years or more with a new Flowtronex Variable Frequency Drive Silent Storm packaged pump system. To qualify, customers need to send a photo of the existing old equipment and fill out a simple rebate form after the purchase.

Country Clipper Presents Awards

Country Clipper announced that **Dorian Drake International, Inc.**, White Plains, N.Y., has earned the 2009 Outstanding Achievement Award for its efforts in international sales and marketing. The company currently covers Australia, New Zealand and Mexico.

All Power Industries, Box Hill, Victoria, Australia, has earned the 2009 Country Clipper International Distributor of the Year award for its efforts in sales, service and marketing. The company currently covers Australia and New Zealand.

Signature Marks Anniversaries

Signature Control Systems, Inc. marked the first anniversary of its acquisition of **Nelson Turf** and the first anniversary of the Signature Turf Division. Signature traces its roots back to 1907 via several acquisitions, including the history of Nelson Turf, which dates its origins to 1911. The current company structure and ownership have been in place since 2000.

Echo Acquires KPI

Echo, Inc., Lake Zurich, Ill., has acquired **Kwik Products, Inc.**, which has manufactured trimmer heads and line for 12 years. KPI will continue to operate out of Phoenix, Ariz., as an independent company led by current president, **Fernando Iacona**.

News from Jacobsen

Jacobsen announced the online availability of hundreds of product service manuals, free to end users and others who need instant access to this type of detailed information. The manuals, for both current and discontinued equipment, can be found at www.jacobsen.com/americas by typing "manuals" in the search box.

Jacobsen also announced a realignment of dealer responsibilities in the western United States. **Golf Ventures West**, Phoenix, Ariz., was appointed as an authorized golf and professional turf equipment dealer for northern California and western Nevada, the territory previously covered by H.V. Carter Co. **C&M Golf and Grounds Equipment**, Waco, Texas, was appointed as a dealer for Colorado, New Mexico, western Texas and parts of Nebraska and Wyoming, replacing McPhilomy Commercial Products Co.

Doosan Receives Design Award

Doosan Infracore received the Best of the Best Award at the 2009 Reddot Design Award Show for the futuristic concept excavator, CX. The machine's design features an Eco-Transformer concept, which reflects four core benefits: ecology, safety, usability and efficiency. The machine is designed to function at the highest level at various working sites, to be environmentally friendly and energy-efficient, and exhibit high performance even in severe conditions. Development of the excavator is targeted to finish by 2018.

Rain Bird Announces Film Competition Winners

Rain Bird's Intelligent Use of Water Film Competition crowned three short films with top honors at a final screening event held at the Getty Center, Los Angeles, Calif. The winners were **Jennifer** and **Christopher Gandin Le**, Austin, Texas, who received the \$6,000 Jury Award for "Small Changes;" **Keith Cantrell**, McPherson, Kan., who earned the \$3,000 Audience Choice Award for "The Saving Water Song;" and **Mark E. Petersen**, Boulder, Colo., who received the \$6,000 Green Industry Award for "More or Less." All of the finalists' films are available for viewing on the competition's Web site at www.iuowfilm.com.

Terex Introduces Snow Sales Promotion Program

With the new **Terex** Snow Sales Promotion Program, customers can choose from a \$5,000 cash rebate or 0 percent financing for 36 months on select Terex wheel loaders and compact track loaders. Offered through Terex Financial Services, the program applies to loaders funded through December 31, 2009. For more information, call 888-270-3779.

CPEC to Manage Fleets for Home Depot

The Home Depot, Atlanta, Ga., has reached an agreement to partner with **Compact Power Equipment Centers, LLC**, Fort Mill, S.C., resulting in CPEC acquiring and managing large towable fleets of rental equipment in more than 100 select locations of The Home Depot. The Home Depot will maintain management of its Tool Rental Centers. CPEC and its sister company, Compact Power Services, LLC, have secured financing for the initiative from three U.S. private equity groups.

Blount Announces CEO Succession

Blount International, Inc. announced a succession plan for its chief executive officer position. **Joshua L. Collins** has joined the company as

president, chief operating officer and CEO-designate. **James S. Osterman**, chairman and CEO, will retire as an employee on January 4, 2010, when Collins will assume the position of CEO and retain the position of president. Osterman will remain chairman of the board until the annual meeting of stockholders in May 2010. Collins has been a board member since 2005 and has been involved with the company since 1999.

Memorial Fund to Make Improvements on National Mall

The **Vietnam Veterans Memorial Fund** is taking steps to improve the condition of the lawn at the Vietnam Veterans Memorial, as well as on the 5-acre site that is the future home of the Education Center at the Wall. Overall, the fund's efforts will improve about 13.5 acres on the National Mall. **Capital Irrigation & Lighting, Inc.**, Hanover, Pa., was hired to repair the existing irrigation system on the memorial site. **Ruppert Landscape**, Laytonsville, Md., was hired to seed, fertilize, aerate and provide weed control for various areas.

Chavez Named VP of Vacall

Edgar J. Chavez was named vice president of **Vacall**, New Philadelphia, Ohio. He joins Vacall from Case New Holland, where he had served since 2006 as global product development platform marketing manager, director of key national and government accounts and, most recently, North American marketing director for New Holland Construction and Kobelco America. Vacall brand products are owned by the Alamo Group.

Does your company have news to share with *Turf* readers? E-mail the details to turfpr@MooseRiverMedia and we'll print it in an upcoming issue.

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