BASF CHANGES ENKA TO GEOMATRIX SYSTEMS

Enka Geomatrix Systems of Enka, N.C., has been renamed Geomatrix Systems. This change follows the recent acquisition of American Enka Company by the Badische Corporation, a subsidiary of BASF, West Germany. Other product groups were also included in the acquisition.

As a result of a major restructuring of the North American operations of BASF, the combined fibers operations have been renamed BASF Corporation-Fibers Division.

Geomatrix Systems produces a line of three-dimensional geomatrix materials for erosion control, drainage, soundproofing and vibration control in highway and heavy construction, building and related industries.

P.L. Skoglund, Jr., director of Geomatrix Systems, said, "Geomatrix Systems is proud to be a part of this major new fiber company. We look forward to taking advantage of the combined resources of this new company."

OUTDOOR POWER EXPO KEEPS ON GROWING

Six months before its July 28 show date, the International Lawn, Garden & Power Equipment Exposition already has more exhibitors signed up than last year. Considering that the show is only entering its third year and already has more than 400 companies exhibiting, the Expo is rapidly becoming an industry benchmark.

Despite a change in show management, the Kentucky Fair and Exposition Center remains the show site and the 70-member Outdoor Power Equipment Institute remains the show sponsor. The event will be held July 28-30 in Louisville, KY.

The Expo emerged as a splinter show from the various national hardware and garden shows. The mower, engine and lawn care equipment manufacturers felt overshadowed by lawn furniture and gas grills.

They wanted a show where they could demonstrate their equipment and deal face to face with distributors. More than 230,000 square feet of convention center and four acres of field will be utilized this summer. The Expo is expected to make the list of the ten largest trade shows in the nation this year.

Although it is intended only as a show for distributors of retail and commercial equipment, each year a few more end users can be found trying out the equipment before it even reaches their dealer's showroom.

Colorite, the nation's largest manufacturer of garden hose and a new exhibitor, reports a recent poll of its buyers and merchandisers indicated many were attending the show.

"The bottom line is that we want to be where our buyers are to present our products and programs and answer their questions," says Colorite vice president Ray Mistretta.

The Kentucky Fair and Exposition Center (KFEC) decided this winter to phase out its exposition development department which ran the Expo.

Sports turf managers who would like a sneak preview of 1987 equipment should contact Expo 86, P.O. Box 70465, Louisville, KY 40270.

MONCRIEF HONORED BY USGA GREEN SECTION

James B. Moncrief, the developer of Tifdwarf bermudagrass and former southeastern director for the United States Golf Association Green Section, has been honored by that association with its 1986 Green Section Award. The award has been presented annually since 1961 for distinguished service to golf through work with turfgrass.

Moncrief, of Athens, GA, retired in 1982 after 21 years with the Green Section. The award was presented during the GCSAA Conference in San Francisco in February.