

## COMPANY TO MARKET WATER CONSERVATION PRODUCT FOR GOLF

New Golf Concepts, Inc., based in Westminster, CO, has entered into an agreement with Sumitomo Corporation of Tokyo, Japan. The American firm will be the exclusive distributor of Isolite for the U.S. golf market.

Isolite is a porous ceramic, formed from diatomaceous earth and processed at temperatures in excess of 1,800 degrees to provide physical strength. It is then extruded into uniform granules in graduated sizes for use in various applications.

The product is effective in drought-prone areas, such as high spots in greens, south-facing and steep slopes, isolated dry spots, and areas receiving marginal irrigation. In sandy soils it can reduce high percolation rates, while increasing air and water permeability in clay and compacted soils.

An initial review of Isolite was conducted by Dr. John Hernandez, former deputy director of the Environmental Protection Agency. He reported that Isolite does not possess any elements harmful to

the environment, "and its cost-saving benefits through reduced water usage make it a very desirable product for conservationists, environmentalists, and agronomists."

## DRUEBBISCH NAMED HERBICIDE MANAGER

Bernd Druebbisch has been appointed product manager for herbicides with Ciba-Geigy's turf and ornamental products group. He will be responsible for the company's Pennant herbicide, a popular product for control of yellow nutsedge and many other weeds.

Druebbisch moved from the company's worldwide headquarters in Basle, Switzerland, to its U.S. headquarters. Before joining Turf and Ornamental Products, he was responsible for Ridomil agricultural fungicide in Africa and Asia.

Druebbisch holds a bachelor's degree in international agriculture from Germany's University of Kassel-Witzenhausen and a master's degree in the technology of crop protection from England's University of Reading. He is a native of West Germany.

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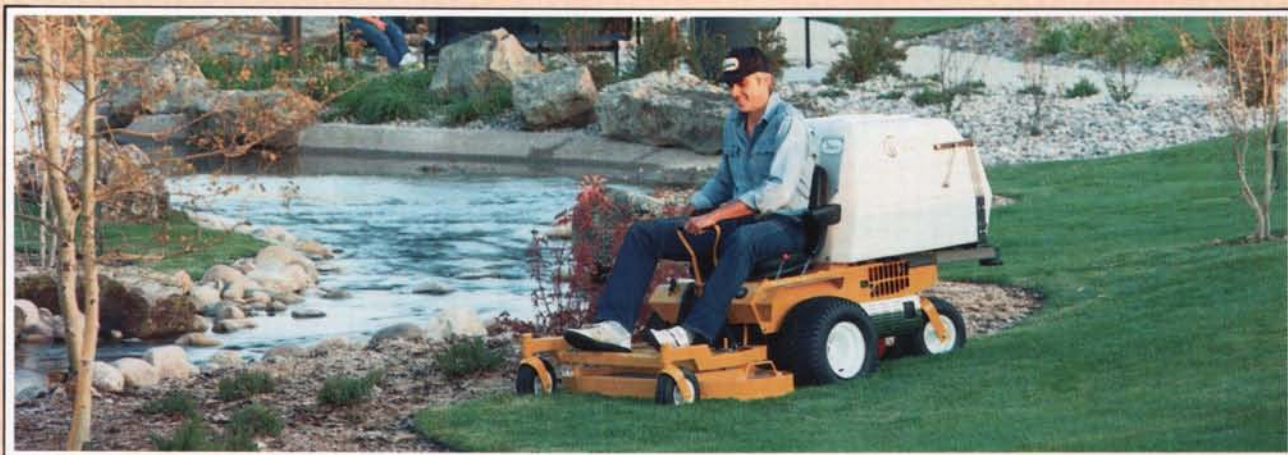
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