

# Sierraform<sup>®</sup> and Sierrasol<sup>®</sup> provide a perfect finish

K&B Adams, Victoria

**K&B Adams works with golf clubs, bowling clubs, councils, schools, contractors and landscapers, in fact anywhere where there is turf!**

Victoria-based distributor K&B Adams specialises in products, services and support for the lawn and professional turf industry. Sales and new business is mostly generated through five sales representatives who work throughout Victoria and neighbouring regions – Mark Eardley, Bill Shannon, Shane Symes, Bruce Stranger and Dean Hartley. The team also maintains a good industry profile by attending trade shows and exhibitions, such as the Australian Golf Course Superintendents Conference trade show.

## A popular choice with all turf specialists

When we caught up with the K&B team they explained the importance of the Scotts relationship. "Scotts Sierraform, in its various NPK composites, is very popular with turf managers who need specialised long release fertilisers," explained Ross Fergusson. "Some of our most important clients rely on Sierraform to maintain their turf, including Trentham Golf Club and The Royal Melbourne Golf Club."

It's thanks to this diversity that you'll find Sierraform on many bowling greens and golf greens around the world.

The tiny granules used in Scotts Sierraform are ideal on very fine turf. The treatment is produced using Contec technology, which combines fast working nitrogen with slow release methylene urea, in one tiny granule. Scotts Sierraform is used for various reasons, including preconditioning turf against stress and treatment, Magnesium deficiency treatment in sand profiles, and supplying a steady release of nutrients over a prolonged period of time. It is also an important part of all renovation programs. It's thanks to this diversity that you'll find Sierraform on many bowling greens and golf greens around the world.

## Products that sell on reputation alone

As we all know, good products make a sale, but it's the service and support that maintains a healthy client relationship. To support the product range and to keep up to date with its customers' needs, the K&B team visits its customers every 4-6 weeks, although as Ross told us, "Most customers who use Scotts products once continue using them for a long time."



## Product focus

Along with Sierraform, Scotts also supplies Sierrasol and Sierrablen. Sierrasol is best used as a foliar or soil applied liquid fertiliser. It is a popular product because it is directly absorbed into the leaves and roots, with complete safety.

Sierrablen is designed for use on close mown turf. It uses unique coating techniques to reduce the leaching of nitrogen and other nutrients, thereby increasing efficiency and protecting the environment.