



New turf, growth enhancement products come to Canada

ihammer Technologies have successfully launched two of their turf and lawn growth enhancement products into Canada.

MegAleX® 3-0-0 and Upplause® 10-0-0 both contain a patented growth technology that is designed to enhance photosynthetic life in turf and lawn applications. Both products have already established several success stories in Canada, specifically in Ontario, where the products were launched this summer.

MegAleX® 3-0-0 is primarily applied to greens and Upplause® is used for tee, fairway and lawn maintenance applications.

Mike McBride, president, added Mike Kean to his marketing and sales team, as the Canadian distributor, also responsible for the launch of the products in Canada. Kean is based out of Woodstock, Ont. and has been focusing fairly close to home for the past year, with plans to get the word out to the rest of Canada over the next few months.

As the Ohio-based company continues to expand outside of the United States, McBride stated, “the company is very pleased to see how well the products are doing in Canada, and we plan to attend the OGSA show in Niagara Falls in January 2012, so we can meet up with our existing clients who are attending, as well talk to any potential customers and discuss the product benefits.”