

HAYWARD, Calif. — In a move to continue to build its Internet-based technology platform, Golfsat has partnered with e-commerce solutions integrator, eFORCE, to build an online member support system.

The company's enterprise customer relationship management (eCRM) solution will enable Golfsat to manage customer relationships at a one-to-one level

## Golfsat teams with eFORCE

and to provide technical support for the Golfsat-distributed personal computers and online software applications.

"In support of our mission to be a virtual community for golf course superintendents, we needed a means to identify and respond in real time to customer expectations," said Lori

Tonelli, vice president of member services for Golfsat. The eCRM solution records all customer queries and is capable of an escalated response to multiple levels of technical support when problems cannot be solved within the member services department.

Additionally, Golfsat has ex-

panded its Web site to include capabilities that allow for the look-up, purchase and delivery of golf maintenance products and equipment items from a network of industry manufacturers and suppliers.



## Redexim buys Pro-Seed

Continued from previous page

house facilities in Pittston Township that also provides service and parts support.

For now there are no plans to move any manufacturing to the United States. "We will continue to import all the products to the



The Pro-Seed Core Collector is now part of Redexim Charterhouse's product line

warehouse facility," Threadgold said. "We are always looking for and talking to manufacturers but at the moment the sales volume is not sufficient to achieve economies of scale. But it is a possibility for the future."

In the meantime, the company will continue to grow the product line and add new products. "We are going to grow the company through our own development department in Holland which is working on new products and concepts," said Threadgold. "But we will stick with turf cultivation and maintenance products." ■



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## Eco Soil

Continued from previous page

rect sales and distribution, so that Eco Soil Systems' products will reach the entire U.S. marketplace," he said.

Jim Turner will be joining the Eco Soil Turf Business Unit as vice president, sales and marketing, Turf Division, and Steve Sears has been named vice president, procurement and product development.

"The addition of Jim Turner and Steve Sears brings the organization additional strength and experience," said Adams. "They, along with Dr. Sowmyo Mitra, who heads up the biological product development effort, will be responsible for reorganizing our turf business at Eco Soil, including development of a new name and identity for the division. As part of the reorganization, the turf product lines are being re-packaged and renamed to better build brand awareness and distribution." ■