



Ceres Turf, Inc.

CTI Technical Information Bulletin

September 16, 2009



The Phoenix Quad We have shipped quite a number of our new Phoenix ¼” Quads (1QP-255037) and until this morning we have not had a single customer complaint. We received a report from a very experienced sales rep that one of his best customers tried our new Phoenix Quads and they “only lasted four greens”. Needless to say this was quite disturbing. We immediately called the customer and he was one of those wonderful folks in our industry with whom we all love to work. It turned out that it was all a misunderstanding-- but *how* this developed is quite instructive.

What our rep was told: the customer had previously used our ¼” Carbide Quad [1QC-255037 - on bent grass w/ a Toro 648) and got 14 or more greens of ‘life’. Yesterday he used our new Phoenix quads for the first time and ‘only got four greens’.

What we discovered: the superintendent did not understand that he was going to receive a new product that did not have a carbide tip. [We’re postulating that the mechanic never told him.] So, when the super saw that 1/8-1/4” in total length had been lost *and* there was no tip present, he assumed the carbide tip had already worn off! The mechanic initially used some older carbide-quads and they did only four greens with the Phoenix Quads because - this was all they needed to complete the job. *But, according to the superintendent, fours greens was 40,000 Sq. Ft..* He was thrilled once he was told about the new Phoenix technology; the increased material pulled up; the far better cut and core. All of these were very important to him. If one does the math, considering the nose length only having lost 1/8-1/4” in 40,000 Sq. Ft., you could reasonably expect to get 120,000-150,000 Sq. Ft.! For a tine that is set on a 1.5X1.5” spacing that is exceptional longevity.

Once he understood what was happening, the superintendent was very pleased with the results of the Phoenix tine. He was definite in his decision to use a Phoenix tine when he does his next aerification in early November (using 3/8” Quads).

The lesson for us all: make certain that *all* key players at an account are fully aware of the differences they will likely see when they make the change from carbide tipped tines to the new Phoenix tines.

