

Scott Levington
‘INTERCEPT 5 GR’

Intercept 5GR

- provides long-term protection against Vine Weevil and Sciarid Fly larvae, Aphids including *A. Gossypii*, and Whitefly including *Bemisia* on outdoor and protected containerised crops
- controls insects resistant to organophosphorus, carbamate, Pyrethrum and pyrethroid insecticides
- **pre-potting compost incorporation** provides **protection throughout the production cycle and beyond**
- firmly held in compost - does not leach out
- available pre-mixed in **Levington** and **Shamrock** composts

Intercept 70WG

- controls Aphids, Whitefly including *bemisia*, Sciarid Fly and Vine Weevil in container-grown ornamentals
- overcomes insect resistance to organophosphorus, carbamate, pyrethrum and pyrethroid products
- does not leach out and provides some protection from further infestations
- for protected and outdoor soft and hardy ornamentals
- fast dispersing granule for easy mixing and drenching
- ideal for pre-treating liners, transplants and young plants being potted into Levington compost containing Intercept 5GR

COMPANY NEWS; SCOTTS BUYS LEVINGTON HORTICULTURE FOR \$78 MILLION

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 Published: December 16, 1997

The Scotts Company said yesterday that it had bought the closely held Levington Horticulture Ltd. for about \$78 million in cash, expanding its product line in Britain. Scotts, based in Marysville, Ohio, the maker of Miracle-Gro fertilizer, said it expected the purchase to begin to add to earnings in its 1998 fiscal year. Levington's 1996 sales were \$80 million. Sales at the company, which makes fertilizer for consumer and professional use, have grown 10 percent a year since 1995. Levington's brands, which include Evergreen lawn fertilizers and Tumbleweed pesticides, complement Scotts's products in Britain.

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>>>a detailed briefing

>>caution - this briefing is stolen from the Scotts company website and so is complete corporate propaganda. nevertheless, there is much useful information should you want to research the company or do actions (anyone reading this in Ohio?) If we manage to dig some more dirt on the company we will replace it with one of our own<<

The company known today as The Scotts Company was known for most of its existence as O.M. Scott & Sons. The name came from our founder, Orlando McLean Scott, who heard about Marysville, Ohio, from men in his regiment while serving in the Civil War. He moved to Marysville after the war to manage a seed elevator and, in 1868, purchased a hardware store and seed business. That business evolved into The Scotts Company, the largest turf and horticultural products company in the world.

In the early days, O.M. Scott used a seed-cleaning machine to remove weeds and inert matter from farm seed. That service was highly successful and, after the turn of the century, the business evolved from hardware store to mail order seed company and began to focus on grass seed. Through an advertisement placed in a farm journal, Scotts sold 5,000 pounds of Kentucky bluegrass seed to a New York real estate firm that was building one of the nation's first golf courses. Within 5 years, one out of every five golf courses in America was being seeded with Scotts grass seed. Today, thousands of golf course superintendents around the world rely on Scotts products to maintain their courses in top shape.

In 1928, Scotts created a new product which would begin an entire new industry in the United States. Up until that time, people who wanted to improve their lawns used farm fertilizers. Then Scotts discovered a readily available nutrient source with a high concentration of nitrogen, and Turf Builder lawn fertilizer was born.

Scotts introduced the breakthrough Trionized fertilizer technology in 1957, combining the three essential fertilizer nutrients in one homogeneous particle,

and it remains the basis of Turf Builder and many other Scotts products today.

Scotts continues to be an innovator. The Dwight G. Scott Research Center in Marysville includes laboratories, greenhouses, offices, and a library surrounded by more than 100 acres of research plots. Scotts research has resulted in innovations such as the first lawn spreader, the first selective control for broadleaf weeds in lawns, the first home lawn crabgrass preventer, the first patented Kentucky bluegrass, and many more.

In 1972, Scotts introduced the toll-free Consumer Hotline to provide homeowners with a reliable source for helpful lawn care advice. It has proven so popular that Scotts lawn consultants now receive more than 400,000 calls per year.

The acquisition of Hyponex in 1988 added potting soils, soil conditioners, bark mulches, and other organics to the Scotts product mix. The 1992 acquisition of Republic Tool & Manufacturing created a vertically integrated Scotts lawn spreader business. And acquiring Grace-Sierra Horticultural Products Co. in 1993 added the Osmocote extended-time-release fertilizer line as well as a well-established international organization for manufacturing, sales, and distribution.

Miracle-Gro Miracle-Gro was born in 1950 when Horace Hagedorn, an advertising executive, and his partner, Otto Stern, invested \$2,000 to introduce a new product to make house and garden plants stronger, healthier, and more beautiful.

Horace had worked his way up through radio advertising, selling time and writing promotional material. In the late 1940s, Otto, a nurseryman from Geneva, New York, walked into Horace's office to buy advertising time on a radio program. They soon became friends and partners in Otto's mail order garden products business.

Otto was frustrated by complaints from his customers that their plants didn't stay healthy after they were planted. Otto began shipping a small packet of water-soluble fertilizer with each plant. Customers loved it! Soon they were back for more of that plant food. Horace convinced Otto that they had a stand-alone consumer product worth pursuing.

In 1951, Horace ran a full-page ad in a New York City newspaper, telling readers about Miracle-Gro. Three days after the ad appeared, the mail brought \$22,000 in cash orders, and the company was on its way to success.

Over the years, the original Miracle-Gro All-Purpose Plant Food was joined by Miracid Soil Acidifier, Miracle-Gro for Roses, and Miracle-Gro for Tomatoes. The company also introduced several garden feeders and a line of products for houseplant care. The Scotts Company and Stern's Miracle-Gro Products merged in 1995, uniting the two leading brands in lawn care and gardening

and strengthening Scotts as the number one marketer of branded consumer lawn and garden products in the world.

In 1997, the company expanded further with acquisition of Miracle Garden Care Ltd. and Levington Horticulture Ltd. in the United Kingdom , giving Scotts an even stronger base for expansion in Europe. The company also grew its organics business with the acquisition of Earthgro, Inc., and added lawn care service to its consumer businesses with the purchase of Emerald Green Lawn Service - now called Scotts Lawn Service.

The Scotts Company continued to grow through strategic acquisition in 1998. Scotts obtained an 80 percent interest in Sanford Scientific, Inc., giving Scotts exclusive access to use "gene gun" technology in the commercial development of genetically transformed turfgrasses, flowers, and woody ornamentals. Scotts also moved to the top of the lawn and garden market in Europe with the purchase of Rhône-Poulenc Jardin, continental Europe's largest consumer lawn and garden products company, and ASEF, a leading lawn and garden products company in The Netherlands. In addition, Scotts acquired the Shamrock brand of U.K. and Irish peat products from Bord na Mona of Ireland, strengthening our access to peat reserves for consumer and professional growing media . In 1999, Scotts entered the pesticide industry through agreements with the Monsanto Company for exclusive U.S., Canada, U.K., France, Germany and Australia agency and marketing rights to Monsanto's consumer Roundup herbicide products, and for the purchase of the Ortho and related lawn and garden business. The Ortho business group was established and relocated to Marysville. Scotts World Headquarters is located on the 35th floor of the Huntington Center in downtown Columbus, Ohio.

Later that year, Scotts, responding to its rapid global expansion, established a new World Headquarters in the heart of downtown Columbus, Ohio, and renamed the corporate offices in Marysville as its North American Headquarters. The company also dedicated a headquarters building for its International Division in Lyon, France. In addition to primary fertilizer manufacturing in Marysville, plus more than 20 other locations across the United States, Scotts has facilities throughout Europe and sales organizations around the world - including Australia, Japan, Southeast Asia, Africa, and Latin America.

The rapid pace of change continued in 2000 as Scotts embarked on an expansion of its North American Headquarters facility, and relocated its Consumer Gardens Business group from Port Washington, New York, to Marysville. The nearly 45,000-sq.-ft. addition also houses Scotts' growing Lawn Service business, order processing unit, and a training facility, and provides additional room for future expansion. In addition, Scotts sold its Professional Turf business and merged its Professional Horticulture business in North America with International 's professional division to form Scotts'

Global Professional Business Group.

Since 1868, the seeds of change at Scotts range from buggies and farm seeds to the study of genetics and the introduction of The Scotts Company Web site. The Scotts Company is the world leader in lawn and garden products and is growing rapidly. It is Scotts' continuing mission to strengthen its position as the world's foremost marketer of branded products and services for lawn and garden, while meeting challenging profit and return on investment growth goals.

Company Overview The Scotts Company, headquartered in Ohio for over 130 years, is the world's leading supplier and marketer of consumer products for do-it-yourself lawn and garden care, with a full range of products for professional horticulture as well. The company owns what are by far the industry's most recognized brands. In the U.S., consumer awareness of the company's Scotts®, Miracle-Gro® and Ortho® brands outscores the nearest competitors in their categories by several times, as does awareness of the consumer Roundup® brand which is owned by Monsanto, and for which Scotts is the exclusive marketing agent worldwide. In the U.K., Scotts' brands include Weedol® and Pathclear®, the top-selling consumer herbicides; Evergreen®, the leading lawn fertilizer line; the Levington® line of lawn and garden products; and Miracle-Gro®, the leading plant fertilizer. The company's leading brands in continental Europe include KB® and Fertiligène® in France and Nexa Lotte® and Celaflor® in Germany.

The North American Consumer Business Segment includes our Consumer Lawns, Consumer Gardens, Consumer Growing Media, and Ortho Business Groups. These business groups sell products in the United States and Canada. In fiscal 2000, this segment accounted for 72% of consolidated sales.

Consumer Lawns Group The Consumer Lawns products include lawn fertilizers, fertilizer combination products, grass seed, and spreaders. Scotts LawnService™, also part of this group, leverages off the powerful Scotts® and Miracle-Gro® brands to serve the premium end of the lawn care service market.

Consumer Gardens Group The Consumer Gardens products include plant foods, plant care products, and Garden Feeders marketed under the Miracle-Gro®, Osmocote, and Scotts brand names.

Consumer Growing Media Group The Consumer Growing Media Group sells a complete line of organic products for indoor and outdoor uses, including retail potting soils, top soil, humus, peat, manures, soil conditioners, barks, and mulches under the brand names Miracle-Gro®, Scotts®, Hyponex®, Earthgro®, and Peters Professional®. In addition, the Consumer Growing Media Group produces the Martha Stewart label for Kmart as well as

the Sam's Choice and Garden Basic labels for Wal-Mart.

Ortho Business Group The Ortho Business Group was created in 1999 following the completion of the Roundup® Marketing and Agency Agreement and the acquisition of the Ortho® business from Monsanto. The group is responsible for managing the Ortho and related lawn and garden business and for managing the agreement in which we are Monsanto's exclusive agent for the marketing and distribution of consumer Roundup products in the U.S., Australia, Austria, Canada, France, Germany and the U.K. The group's products include selective and non-selective herbicides and both outdoor and indoor insect controls.

The International Business Segment serves consumers outside the United States and Canada, and professional markets worldwide. In fiscal 2000, this segment accounted for approximately 18% of consolidated sales.

International Consumer The European consumer lawn and garden marketplace is the largest outside North America. After scaling up our overseas operations through a series of acquisitions, Scotts now markets its products in approximately 85% of this marketplace, and has become the leader in the European consumer lawn and garden care market. In 1999, we acquired Rhône-Poulenc Jardin (RPJ), ASEF, and began exclusively marketing consumer Roundup® as part of our worldwide marketing and agency agreement with Monsanto. Our portfolio of international consumer brands includes the leading UK brands Weedol®, Pathclear®, Evergreen®, Miracle-Gro®, and Levington®. In France our portfolio consists of the market leaders KB® and Fertiligène®; in Germany and Austria we own the number two brands Nexa Lotte® and Celaflor®; and in the Benelux countries our strength is in the combination of the ASEF® and KB® brands.

Worldwide Professional The Global Professional Business Group of the International Business Segment was created in 1994 following Scotts' acquisition of Grace-Sierra Horticultural Products Company. In 2000, the group was expanded to include Scotts' North American Professional Horticulture business, and is now responsible for all business to professional users of Scotts products worldwide. The current portfolio of professional products includes controlled-release fertilizers, methylene-urea based fertilizers, water-soluble fertilizers, and numerous plant protection and growing media products marketed under the Osmocote®, Levington®, Shamrock®, and Peters Professional® brand names overseas, and under the Miracle-Gro®, Osmocote®, Scotts®, and Contec® brand names in North America.

SCOTTS ACQUIRES LEVINGTON HORTICULTURE LTD. ,

LEADING U.K. LAWN AND GARDEN CARE PRODUCTS COMPANY

Marysville, Ohio, [December 15, 1997](#) -- The Scotts Company (NYSE: SMG) announced today that it has completed the purchase of privately-held Levington

Horticulture Ltd., the U.K.'s leading producer of consumer and professional lawn fertilizer, organics and horticulture products, for approximately (pound)48 million (approximately \$78 million).

Scotts expects the acquisition to be accretive to earnings per share in fiscal 1998 and to contribute growing earnings in fiscal 1999 and beyond.

Over the past three years, Levington's sales have grown at an annual rate of approximately 10% to the equivalent of approximately \$80 million. Operating profit has grown at an annual rate of approximately 15% as margins have expanded, and [the company](#) has been strongly cash generative. Levington became privately held in 1994 through a management buyout from Fisons PLC, backed by PPM ventures, the private equity subsidiary of Prudential Corporation.

Levington's leading brands in key segments of the approximately \$500 million U.K. market complement Scotts' existing U.K. business. While Scotts' U.K. operations had been primarily oriented to consumer pesticides and garden fertilizers, Levington's product lines add significant exposure to the compost, lawn fertilizer and professional horticultural product areas. Approximately two-thirds of Levington's sales are U.K. garden products, with the balance in professional horticultural products and exports, primarily to continental Europe. The brands that Levington markets in the U.K. include Levington(R), Evergreen(R), the U.K.'s leading lawn fertilizer line, Shamrock(R), a leader in the organics market, and Tumbleweed(R) pesticides.

Scotts' Miracle-Gro(R) product line has grown to be the leading consumer garden fertilizer brand since its introduction in the U.K. several years ago and has significantly accelerated the growth of this segment, demonstrating the value of aggressive consumer advertising-driven marketing in the U.K. Levington brings a similar consumer marketing-oriented culture, having grown faster than the U.K. garden products market due to its innovation in product development, advertising and retailer relationships.

Scotts' and Levington's combined fiscal 1997 U.K. sales were equivalent to approximately \$135 million. The U.K. market

<http://www.gardenadvice.co.uk/howto/pests/weaval-vine/index.html>

Insecticides for ornamental plants

This is the simplest solution for garden shrubs. The insecticide must be of the systemic type so that it enters the plant and enters the roots killing the vine weevil maggots directly.

Plant protection compost

Until the launch last year of Levington Plant Protection Composts, there was no insecticide available to amateurs that would protect plants from root damage by the larvae of Black Vine Weevil. This unique compost is the new 'anti vine weevil' compost, which has been treated at manufacture with the insecticide Intercept (imidacloprid). This insecticide works by systemic action to give control of the soil dwelling insect pests, vine weevil and sciarid fly for up to one year and is taken up in the plant to control sap-sucking foliage pests green fly and black fly for up to 3 months. It has also been shown to give useful control of whitefly.

Pot on seedlings and baby plants in Levington Plant Protection compost. As the plants get bigger re-pot into more Plant Protection Compost. Make sure only Levington Plant Protection Compost is used in the container because the Intercept insecticide cannot 'flow' from treated compost into untreated root ball. Any larvae in, for example, the root ball of a plant being potted on will not be controlled and may still kill the plant by eating all the roots. With plants already infested, the best advice is to wash the roots clean of old compost before re-potting into Levington Plant Protection Compost.

There are three varieties of Plant Protection Compost:

- One for Outdoor Containers
- One for Houseplant Containers
- And one for Ericaceous Containers.

Grow 'trap plants'

The idea is to grow plants such as primula, polyanthus, cyclamen etc that are attractive to Vine Weevil adults in pots of Levington Plant Protection Compost. These plants are placed amongst garden plants that are vulnerable or have been attacked. The adult will go for these trap plants, lay their eggs in the Lexington Plant Protection Compost and the next generation is controlled completely.



Levington Container & Hanging Basket Compost with Vine Weevil Control
What is it? This is the compost to go for if your container plants are troubled by vine weevils. It contains a systemic action insecticide (imidacloprid) that will protect your plants from them for up to a year and control foliar pests, such as greenfly and blackfly, for up to 100 days.

How much? £5.99 for 56 litres

How do I find a stockist? Call 0870 5301010 or visit www.lovethegarden.com

<http://www.rhs.org.uk/Advice/profiles0500/whitefly.asp>

Chemical control

Frequent sprays with bifenthrin (Scotts Bug Clear Gun, Bayer Sprayday Greenfly Killer Plus, Doff All-In-One Garden Pest Killer), plant extracts (Growing Success Fruit & Veg Bug Killer, Growing Success Whitefly Killer or Agralan Whitefly Killer), plant oils (Vitax 2 in 1 Organic Pest and Disease Control, Scotts Bug Clear for Fruit & Veg), fatty acids (Doff Greenfly and Blackfly Killer, Bayer Organic Pest Control or Greenfingers Organic Pest Spray) or mineral lattice (SB Plant Invigorator) are required to control established infestations. Resistance to bifenthrin can occur.

There are several systemic insecticides that be applied as foliar sprays or compost drenches. Imidacloprid is available as a concentrate foliage spray (Provado Ultimate Bug Killer); this can be used on ornamental plants and glasshouse tomatoes, peppers and aubergines. Bayer Provado Vine Weevil Killer 2 is a compost-applied systemic insecticide containing thiacloprid for application to the roots of ornamental plants growing in pots or containers only. A ready-diluted spray containing thiacloprid (Provado Ultimate Bug Killer Ready To Use) can be used on glasshouse-grown tomatoes, peppers, aubergine and cucumber, as well as ornamental plants. Acetamiprid can be applied as a compost drench (Scotts Bug Clear Ultra Vine Weevil Killer) on container-grown plants or as a foliar spray (Scotts Bug Clear Ultra or Bug Clear Ultra Gun) on ornamental plants only. Thiamethoxam (Westland Bug Attack) is a foliar spray for use on container-grown ornamental plants. Systemic insecticides are absorbed into the plants and are taken up by sap-sucking insects when they feed.



Typical vine weevil grubs, which will eat away at the roots of a large number of different types of plants.

They are up to 10mm (0.5in) long, c-shaped, with a brown head and have no legs.

Often the first signs of damage are only spotted when a

plant completely wilts.

Commercial nurseries sometimes add a strong chemical called Suscon Green to the compost, which gives good control. It is worth asking when you are buying particularly susceptible plants if Suscon Green has been used.

Scotts Miracle-Gro produce a compost in the UK containing a chemical called Intercept (active ingredient imidacloprid), which also kills the grubs. This compost is available from garden centres and is called Levington Container & Hanging Basket Compost with Vine Weevil Control. The results are excellent - providing plants are grown in this compost alone and it is not mixed with other composts. Not only does it give good results against vine weevil and other soil-borne pests, but it gets into the sap stream of the plant and gives control against aphids and other sap-sucking insects. It remains effective for up to six months. It can be used with any plants except edible ones.

Bayer Provado Vine Weevil Killer 2 contains a similar insecticide (thiacloprid) but is more flexible than the compost. Provado can be used for any container-grown plants (apart from edible ones) and comes as granules which are mixed with water and simply watered onto the compost. Provado Ultimate Bug Killer is sprayed onto the foliage of the plant to kill leaf pests, but may also have some control of vine weevil grubs (some edible plants can be treated; check the label first).