



## **United Turf Alliance**

FOR IMMEDIATE RELEASE  
December 1, 2009

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### **United Turf Alliance names Tim Zech president**

(Canton, GA) Tim Zech is the new president of United Turf Alliance, LLC, a consortium of major turf distributors marketing the exclusive ArmorTech® product line to golf course superintendents and other turf maintenance professionals.

Well known in the plant protection and specialty chemical markets, Zech comes to United Turf Alliance after 13 years with Sipcam Agro USA, Inc. and its various subsidiaries. He is a graduate of the University of Georgia with a degree in agricultural economics.

“Tim’s experience in both sales and product development, along with his excellent reputation and networking skills, make him a perfect fit for our organization,” Vic Garcia, a United Turf Alliance founder, said. “He brings our group the vision and enthusiasm required to support continued growth.”

Commenting on his new position, Zech said, “I look forward to leading a dynamic organization with an excellent reputation for quality products, people and service. Vic Garcia has established a solid foundation, which we will build on by expanding the United Turf Alliance product line and increasing market penetration.”

Incorporated in 2005, United Turf Alliance markets post-patent and leading edge turf protection technologies under the ArmorTech brand name. The alliance directs its efforts toward discriminating golf course superintendents and other professional turf managers who value relationships based on industry and product knowledge.

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