

GROWERTALKS

GT in Brief

1/15/2009

BASF Buys Whitmire Micro-Gen

Ellen C. Wells

BASF announced in December it has signed an agreement to acquire Sorex Holdings Ltd., a manufacturer of products for professional pest management. The transaction includes U.S.-based Whitmire Micro-Gen and U.K.-based Sorex Ltd.

BASF's communication manager Tom Hill says the deal includes some home and business pest control products that will complement BASF's strong presence in termite control.

Whitmire produces a broad range of aerosol insecticides for general insect control and has a strong position in pyrethrum-based insecticides, along with a "Mother Earth" line of insect control products. Their popular greenhouse products include 1600 X-clude Timed Release Pyrethrum, Attain Greenhouse, and Ultra-Fine horticultural oil.