

JULY / AUG
2011

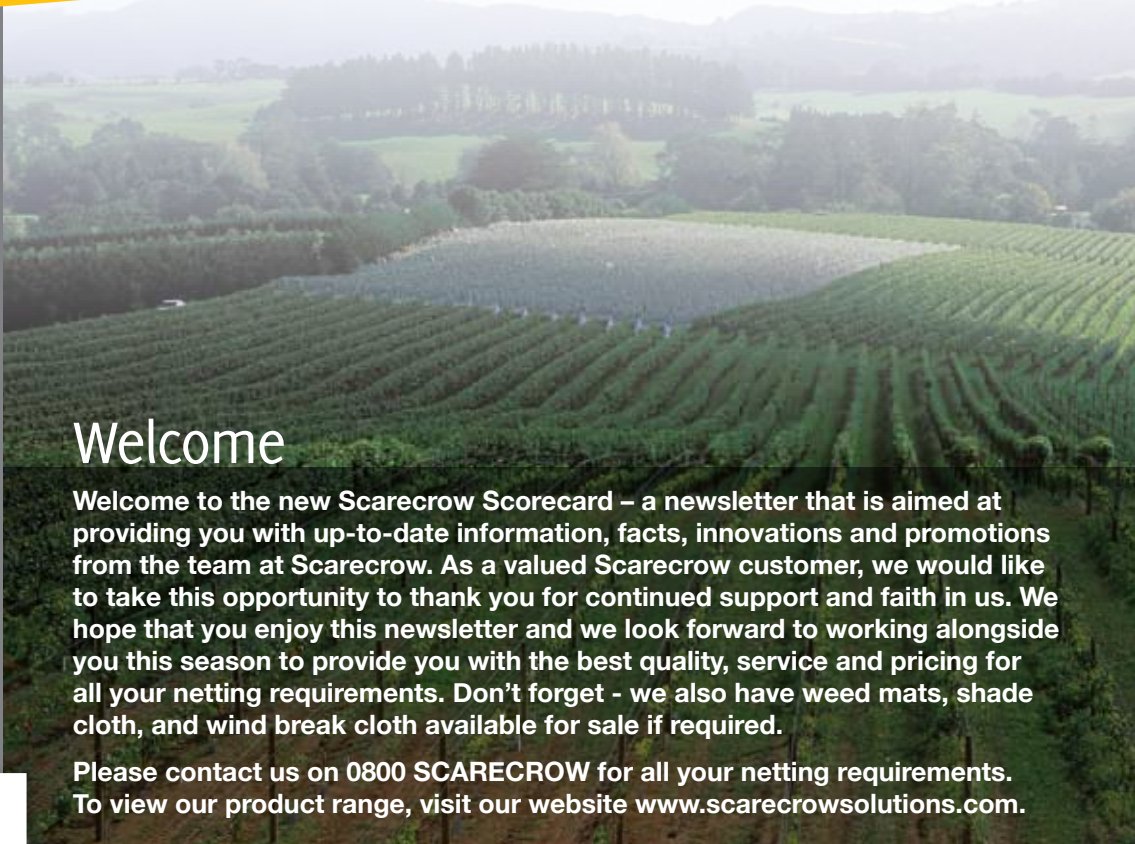
SCARECROW
total crop protection

The Scorecard

a bimonthly newsletter by Scarecrow Crop Protection

Did you know?

- » Scarecrow is owned by the Charles Parsons Group – New Zealand's largest fabric wholesaler!
- » The Charles Parsons Group was established in 1915 in Sydney, and today employs over 500 staff across more than 12 locations.
- » Line 7 Clothing is one of the iconic NZ brands that is also owned by Charles Parsons.



Welcome

Welcome to the new Scarecrow Scorecard – a newsletter that is aimed at providing you with up-to-date information, facts, innovations and promotions from the team at Scarecrow. As a valued Scarecrow customer, we would like to take this opportunity to thank you for continued support and faith in us. We hope that you enjoy this newsletter and we look forward to working alongside you this season to provide you with the best quality, service and pricing for all your netting requirements. Don't forget - we also have weed mats, shade cloth, and wind break cloth available for sale if required.

Please contact us on 0800 SCARECROW for all your netting requirements. To view our product range, visit our website www.scarecrow.com.

OFF-SEASON SPECIAL

last season's stock...

25% off*
last year's net prices!

Won't last long!
Call now for more information:

0800 SCARECROW

*In order to qualify, orders must be placed before 31 July 2011. Conditions apply. While stocks last.

Latest news & promotions

At Scarecrow, we are always looking for ways to provide solutions and innovations to the horticultural textiles industry in New Zealand. We pride ourselves on being able to listen to your feedback and come back with a solution to help make our customers businesses even more effective and profitable.

A couple of things to consider this upcoming season from Scarecrow...

Scarecrow Net Renting

For the upcoming season Scarecrow is launching an exciting new net renting option. This will be a great solution for customers who need new nets, but can not get the capital expenditure allowance to purchase them this season.

With Scarecrow net renting, you will pay a monthly fee for up to 5 years, after which the nets are yours for \$1!

Scarecrow Tagging Gun

We are now heading into the second season with the Scarecrow Tagging Gun. We have received positive feedback so far, with some vineyards claiming up to a 50% reduction in labour costs for netting clipping during the season.

We are making small tweaks to the guns to ensure durability, and are excited to be able to offer this innovative new product to the New Zealand market.



Stay tuned for more exciting developments from the Scarecrow team!

For more information about the above, and how these may be applied to your vineyard, please contact us on **0800 SCARECROW** to discuss with Thomas or Gay.

Worldwide/industry news

The Most Expensive Bottle of Champagne is Bought in London for \$190,000 (120,000 GBP) by US Professional Gambler and Businessman

LONDON, June 27, 2011 / PRNewswire

Recently (Sunday June 26th), a stunning 30L "Midas" bottle of Armand de Brignac ("Ace of Spades") Gold Champagne was purchased at London's exclusive members club OneForOne Park Lane by Don Johnson, a professional gambler and US businessman dubbed "The Champagne King".

The bottle purchased was an Armand de Brignac Midas, the world's largest luxury bottle of Champagne, weighing 100 pounds (45kg), is equivalent to 40 regular-sized bottles and is handcrafted by just eight expert artisans. The rare, large-format bottle's name comes from King Midas, remembered in Greek mythology for the ability to turn whatever he touched into gold, and the bottle sold in London is only one of six in existence! It took three strong men at OneForOne to carry the bottle into the venue and pour

it every time someone wanted a drink. The buyer of this exclusive Armand de Brignac Midas Champagne bottle, Don Johnson was in London this weekend to visit his personal friend Jon Bon Jovi and attend the Bon Jovi concert in Hyde Park. When he isn't putting casinos in the red, Johnson enjoys partying in exclusive clubs around the world and has been such a fascination of late creating a huge buzz worldwide with elite crowds and celebrities alike. Later this summer, he is set to host Pamela Anderson's birthday party in Las Vegas.

This is not the first time OneForOne has made headlines. Early this year when the club opened, it sold what was previously the most expensive bottle of Champagne sold in London – a 15L Armand de Brignac Nebuchadnezzar Champagne bottle,



which was purchased by an anonymous European businessman for 80,000 GBP (\$127,600). Whilst in the US, Johnson heard about the record sale through his lifestyle manager and director of Raibin Productions, Sophie Raibin and decided to pay OneForOne a visit and break the previous record. Along with the 120,000 GBP (\$190,000) Armand de Brignac Midas Champagne bottle, Johnson also bought an Armand de Brignac Methuselah for 25,000 GBP (\$39,800). The total bill at the end of the night was a whopping 168,118 GBP (\$268,100).

what our customers say

The nets from Scarecrow are perfect for us. It has been great to work with a company who listens, and the netting product was exactly what we were after, but stronger and easier to work with than we imagined.

We opted for the single row drape-over net, 7.5m wide to ensure it hangs to the ground. This net enables us to still work our vines right up until the day of harvest. Spraying is a breeze.

Jared Connolly
Viticulturist
Burn Cottage Vineyard
Lake Dunstan
www.burncottage.com



Your feedback

We want to hear about your experience with Scarecrow. Email us at info@scarecrowolutions.com today.



scarecrow staff profiles

Thomas Rowe

North Island Sales Consultant

Thomas is our sales consultant to vineyards, the horticultural industry, landscaping and garden centres for the North Island.

Thomas has a background in horticulture, agriculture, landscaping and construction, bringing experience with practical applications of textiles to these fields. He works closely with our customers to develop new applications and improve our product offering.

With a BSc in Natural Resource Management, Thomas is very focussed on sustainable business practices.

Thomas Rowe

Sales Consultant

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