

FOR IMMEDIATE RELEASE

July 22, 2021

Central Turf & Irrigation Supply's Senior Leadership to Join Primera, Inc.'s Board of Directors

Bob Hartman, Director of Turf for Central Turf & Irrigation Supply, is named to the Board of Directors for Primera, Inc.

Elmsford, NY, July 22, 2021— Bob Hartman, Director of Turf for Central Turf & Irrigation Supply, has been named to the Board of Directors for Primera, Inc.—a business cooperative for professionals in the turf, ornamental, and specialty green business.

Hartman joined Central Turf & Irrigation Supply—a leading North American wholesale distributor of turf, landscape, and irrigation supplies—in 2019. His extensive background includes nearly two decades in the green industry with experience in distribution, manufacturing (Knox Fertilizers), and CPG (Scotts Miracle Gro).

“I am honored and excited for the opportunity to have a positive impact on our industry, members, and to continue Primera’s vision to be the best nationwide distribution network of products that service the green industry,” states Bob Hartman. “I am eager to leverage my unique background within the industry, as well as my role with Central, to ensure our members have a competitive advantage in their local markets and are able to effectively service the end user.”

Central Turf & Irrigation Supply has been a committed and active Primera, Inc. owner-member for nine years—collaborating on key initiatives to further the growth of Primera, its members, and the green industry at large. With its own growth and ongoing expansion into new markets, Central continues to be a steward to the green industry with its focus and commitment to the landscape professional through partnership, training, and support services.

About Central Turf & Irrigation Supply, Inc.

Central Turf & Irrigation Supply is the largest family-owned and operated, multinational supplier of irrigation, landscape, agronomic, sustainable products, lighting, hardscape, and grounds care equipment—with 51 locations in the U.S. and Canada. Established in 1990, Central is a solution-focused partner for residential and commercial landscape professionals, offering the largest quantity of in-stock inventory in the green industry. For the contractor, by the contractor—Central provides professional and business development resources from large-scale design services and technical support lines to training and marketing services. For more information, please visit www.centraltis.com.

About Primera, Inc.

Primera is a business cooperative committed to providing leading technologies and advantaged opportunities to distributors, users, and manufacturers in the professional turf and ornamental, specialty vegetation management, pest control, and aquatic markets. Primera distributors consolidate purchasing across the U.S. to provide national access; unsurpassed, dedicated service; product expertise; and local touch. Their history, values, integrity, and track record shows their steadfast support and commitment to the turf, ornamental, and specialty industry participants. For more information, visit <https://primera.coop/>.

Media Contact

Tanya Murphy

914-347-5656 x1023

marketing@centraltis.com