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Central Pro Supply: A Bold Vision for the Future as Central Turf & Irrigation Rebrands

Family-Owned Business Reinforces Commitment to Customer Success, Diversification & Future Growth

Elmsford, NY, May 7 – After 35 years of trusted service and deep-rooted customer relationships, Central is unveiling a new brand identity that reflects its evolution, resilience, and continued dedication to helping their customers' businesses thrive. As the company continues to scale, they are transitioning to a new brand that aligns with their vision for growth.

"Rebranding after 35 years is both exciting and emotional," said Bernardo Luciano, President of Central Pro Supply. "Our look is changing, but who we are remains the same. We're still the family-owned company our customers have trusted for decades—focused on delivering innovative solutions that help them grow and succeed in a fast-changing world. As a former contractor I knew the need for a better distributor existed, and that core value will always continue to be the backbone of our organization."

Over the past three decades, Central has grown to be a trusted partner serving over 33,000 customers across the US and Canada. The rebrand from Central Turf & Irrigation Supply to Central Pro Supply is driven by the company's commitment to listening to its customers and adapting to meet their needs—whether that means expanding product lines, offering new services, or enhancing operational support, Central Pro Supply represents who the company is today and where it is headed in the future.

"Our customers are at the heart of everything we do," says Anthony Luciano, VP Sales & Marketing. "This rebrand is a recommitment—to service, to partnership, and to the kind of hands-on support that only a family-owned business can provide. Central continues our dedication to being a one-stop-shop for landscape professionals and we wanted our brand to align with that vision. As Central Pro Supply we will continue to prioritize innovation, integrity, reliability, and genuine partnerships—providing the resources, support, and in-stock inventory our customers need to thrive."

The refreshed brand will be rolled out across all company platforms in the coming weeks and months, including a new website, updated signage, and digital communications. Customers can expect the same dependable service and personal touch, now backed by a more modern and forward-looking identity. While the logo, colors, and name may be getting a fresh update, the core values and mission remain unchanged. This rebrand marks an exciting new chapter, highlighting the company's commitment to empowering green industry professionals with solutions for success, expert knowledge, and exceptional service. To learn more about the journey to becoming Central Pro Supply visit: https://www.centraltis.com/prosupply/

About Central Pro Supply

Central Pro Supply is a leading family-owned and operated, wholesale distributor for irrigation, landscape lighting, equipment, snow management, drainage, turf & agronomics, sustainable products and grounds care equipment—with more than 60 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 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. To Partner.Save.Grow with Central visit www.centraltis.com.

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