

May 7, 2025

Subject: Introducing Central Pro Supply – Our Next Chapter Together

Dear Valued Partner,

We're excited to share a major milestone in our company's journey: **Central Turf & Irrigation Supply is now Central Pro Supply.**

As we celebrate our 35th year in business, this evolution is more than just a name change—it's a bold step forward in alignment with our growth, our vision, and the future of the green industry. Central Pro Supply reflects who we are today and the partner we are committed to being for decades to come. It honors our deep-rooted legacy while positioning us to meet tomorrow's opportunities with clarity, innovation, and intention.

What's Changing:

- Our **name** is now **Central Pro Supply**
- We have a **new logo, icon**, and a refreshed **color palette**
- **Unified brand** guidelines, presence, and documented values

What's Staying the Same:

While our name and look are evolving, the heart of our company remains unchanged. You can continue to count on:

- A genuine, value-driven **partnership-first approach**
- Innovative solutions, in-stock inventory, **expert support**
- The **same people, same processes**, and **same points of contact**
- No changes to our **phone numbers, addresses**, or **operations**
- **We're still incorporated as Central Irrigation Supply, Inc.**

We are—and will always be—built by the contractor, for the contractor. As a family-owned and operated distributor, we remain deeply committed to the strong relationships and shared success we've built with our trusted partners like you.

Why This Rebrand:

This rebrand isn't just about a new look, it's about telling our story; one of longevity, leadership, and partnership. It's a celebration of where we've been and a launchpad for where we're headed. Today, we are more than a distributor. We're a **solution-driven partner**, with a vision to scale with confidence, innovation, and long-term value.

We know the Green Industry will continue to evolve—through generational shifts, new technologies, and expanding growth paths. That's why we're **investing in a brand that can grow with us**, with you, and with the industry.



Implementation Timeline:

As of today, **May 7, 2025**, we are officially **Central Pro Supply**. The transition to our new brand identity will roll out in phases:

- **May 7, 2025:** Official launch of the Central Pro Supply name and branding
- **Immediate:** You will see newly produced communication materials featuring the new Central Pro Supply name, logo, and icon
- **Coming Months:** Launch of our redesigned website reflecting the new brand, URL, and email addresses
- **2025–2026:** Gradual rollout of updated signage, uniforms, vehicle graphics, and other physical brand assets across all locations

You will continue to see the Central Turf & Irrigation Supply brand as we change physical assets to Central Pro Supply. We anticipate full retirement of the Central Turf & Irrigation Supply brand by the end of 2026.

Let's Continue to Thrive Together

For 35 years, we've grown alongside you. And as we look ahead to the next 35, we remain grounded in the same purpose that brought us here—to deliver unmatched value, reliable solutions, and genuine partnerships.

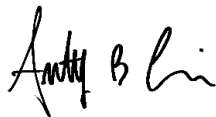
If you have any questions about the rebrand or would like additional resources, please don't hesitate to reach out. On behalf of the entire Central family, thank you for your continued partnership and trust. We're proud to be on this journey with you.

We're just getting started. **Here's to the future, and to thriving together.**

With appreciation,

A handwritten signature in black ink, appearing to read 'Bernardo Luciano'.

Bernardo Luciano
President
Central Pro Supply

A handwritten signature in black ink, appearing to read 'Anthony Luciano'.

Anthony Luciano
Vice President, Sales & Marketing
Central Pro Supply



**LEARN MORE ABOUT
THE REBRAND HERE**

