

**Contact: John Gertz**  
**Email: [jgertz@primeraturf.coop](mailto:jgertz@primeraturf.coop)**  
**Phone: (404) 823-2181**  
**Date: July 18, 2014**



## **Primeraturf Announces Agri-Turf Distributing as New Member**

**Atlanta, GA – July 17, 2014** – Primeraturf Inc. announced Agri-Turf Distributing, LLC as an owner-distributor of Primeraturf. Agri-Turf Distributing is a California-based distributor of turf and ornamental, golf, nursery, vegetation management, and pest control products. The company is headquartered in Santa Fe Springs, California.

“We are pleased to add Rich Records and the Agri-Turf team to the Primeraturf family. With their deep roots in California’s specialties markets, they are an excellent addition to the Primeraturf group in supporting our suppliers, and continuing our track record of building the Primeraturf organization. To that end, Primeraturf will continue to successfully maximize our owners and suppliers business opportunities. We look forward to this partnership, and supporting their continued growth,” said Chief Executive Officer John Gertz, Primeraturf.

For more information, contact Primeraturf at (404) 823-2181 or go to [www.primeraturf.coop](http://www.primeraturf.coop)

# # #

**Editor’s Note:** Primeraturf 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, and aquatic markets. Primeraturf was founded in 1999 and is based in Atlanta, GA.