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### **Zimco Supply Company Joins Primera as 52<sup>nd</sup> Member**

**Marietta, GA – August 2015** — PrimeriTurf announces the addition of Zimco Supply Company as an owner distributor of Primera. Zimco Supply Company, headquartered in Sioux City, IA, is a well-recognized distributor of specialty turf and ornamental products servicing the greater Midwestern markets of western Iowa.



“The addition of Zimco Supply Company to the Primera group will be an excellent opportunity for supporting our suppliers and continuing our track record of building the Primera organization. Primera is pleased that we are

Zimcos’ chosen partner to support their continued growth”, states John Gertz, CEO of Primera. “We look forward to their participation and contribution in Primera, and we will continue to successfully maximize our owner distributors and suppliers business opportunities,” remarks Gertz.

Established in 2000, PrimeriTurf® is a business cooperative of 52 distributors committed to supporting distribution that services the professional turf, ornamental, IVM, pest control, forestry and aquatic markets. Through Primeras’ numerous differentiated benefits called *PrimeraAdvantages* including; the industry’s most complete and robust supplier relationships across all chemical, robust seed and fertility, and the entirety of its 59 supplier relationships, plus end user program support, exclusive technologies, and advantageous cost efficiencies, PrimeriTurf ultimately delivers industry-leading distributor return and lowest per distributor cost to serve. Primeras’ advantageous bottom line impact is why it continues to lead the conversation of overall return on invested dollar and is the fastest growing channel partner in the industry.

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