



FOR IMMEDIATE RELEASE

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Primeria Turf adds Kinney Bonded Warehouse to membership

Marietta, GA – August 2015 — Primeria Turf welcomes the addition of Kinney Bonded Warehouse, Inc. (KBW Supply) as an owner distributor of Primeria. Headquartered in Donna, TX, Kinney Bonded Warehouse is a well-recognized distributor partner of specialty turf and ornamental products servicing the Texas and Mexico markets since 1948.

“The addition of KBW Supply to the Primeria group will be an excellent opportunity for supporting our suppliers and continuing our track record of building the Primeria organization. Primeria is pleased that we are KBW Supply’s chosen partner to support their continued growth”, states John Gertz, CEO of Primeria. “We look forward to their participation and contribution in Primeria, and we will continue to successfully maximize our owner distributors and suppliers business opportunities,” remarks Gertz.



KBWSUPPLY.com

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 Primeria’s numerous differentiated benefits called *PrimeriaAdvantages* 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. Primeria’s 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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