

Canada's most trusted company, proven systems, proven products



## ProGreen Canada Distributor Information

### **Join Our Thriving Team**

---

The synthetic turf industry is in a continuous growth curve which has no end in sight. With recent coverage in the Wall Street Journal, Discovery Channel, Home & Garden, TV, etc., the synthetic turf industry is emerging as the media favorite and receiving incredible press coverage. This exposure and consumer awareness will generate consumer interest, demand, and a lucrative market.

Our Dealers Have Instant Credibility - Name recognition. Consumers are apprehensive about buying from someone who is not established.

**Call Toll Free 1 866 742 7888  
or fill in the Distributor Questionnaire.**

### **Business Overview**

---

ProGreen Synthetic Grass started in 1987 and has been producing and installing artificial grass for 30 years. We have devoted our decades of experience to offering nothing but the best products for all your synthetic turf needs.

Our helpful and knowledgeable members of staff, most with at least 10 years of hands on experience are trained to identify the needs of our customers, be they homeowners, landscape contractors or commercial builders. Your employees will be trained to help guide the customers through product selection, consult with them about specific design options, and provide exacting installation services.

## Preferred Candidates

---

Distributor expectation in marketing should be based on a mutually beneficial partnership. Your expectations of distributor marketing will be based on factors such as their commitment to ProGreen products, effective sales and marketing performance and quality service to your customers. Your distributors expect you to support their marketing effort with product and market information and training, marketing support and a commitment to help them develop their business.

Distributors represent your company when they deal with customers. It is essential that they deliver the highest standards of customer service. Poor service will damage your company's reputation.

As Distributors it is expected that you communicate your marketing messages to a wide group of customers that we cannot reach.

As a distributor it is expected you will monitor and work the business day to day, manage and fulfil all sales enquiries. It is expected that as a distributor your team will have outstanding sales skills and be open to new concepts and products.

As a distributor it is expected that a marketing plan will be deployed and executed to fully establish your distributorship in conjunction with your protected area.

## Strength of the Brand

---

1. 100% made in-house in the USA
2. ProGreen is the oldest single-owned artificial turf company in the industry, and proudly stand behind all products.
3. ProGreen is one of the only artificial turf companies in North America producing 100% of our own products in our own manufacturing facilities.
4. We also utilize cutting-edge polymers from top tier suppliers. From resin pellet to the finished synthetic grass, we provide the best economies of scale, quality assurance, logistics and turnaround times.
5. ProGreen has two North American, ISO 9001-certified, state-of-the-art manufacturing facilities in Dadeville, Alabama and in Chatsworth, Georgia.
6. Both of our facilities have provided yarn and finished turf products for over 1,500 fields and countless synthetic lawns around the world.
7. We are the only synthetic grass company in the USA that handles everything from raw materials all the way through installation. Additionally, we are proud to have the largest global synthetic grass dealer network in the industry.
8. We offer artificial grass for multiple applications, including lawns, dogs, putting greens, tee lines, playgrounds, pool surrounds, and more. While our product line has grown, we still hold true to the original values on which this company was made and continue to be the industry leader for artificial turf.
9. The best warranties in the industry 15 year on landscape grass
10. Proven sales and installation techniques

## **Are you ready to be a part of a winning team? Are you looking for an established brand with a defined business model?**

The ProGreen Canada brand is built on customer service excellence above all others. Customers come first, as do our distributors and suppliers. The integrity of our brand and our complete support systems can put you on the path for enormous success.

### **Do you enjoy managing a business?**

Are you self motivated and have a desire to succeed in a growing business trend? Are you capable of being hands on handling staff, initiating sales, ordering products and the every day operations that will require your attention.

Can you assert yourself in things that you want to achieve, and just don't give up?

Can you be passionate about the business, and feel that your experience will be very valuable in leading your team towards greater success

### **Who are your customers?**

As ProGreen partner, your customers include homeowners, commercial companies, landscape contractors, local architects, government office buildings, local municipalities, schools, day care centers, college sports fields, golf courses and backyard practice putting greens, and residential, commercial & municipal pet runs.

### **Why are ProGreen used?**

ProGreen artificial grass is the top choice for areas where natural grass is hard to grow due to too much or too little sun, as well as tough to grow soil conditions, irritating lawn-based pests i.e. grubs, cinch bugs, airborne allergies, heavy play activity, raccoon's, skunks, and dog urine.

### **Applications**

- Traditional landscape areas, such as residential lawns, commercial landscapes and public areas
- High maintenance landscape areas, including roadway medians, commercial common areas, poolside areas and parks
- Pet area applications, including dog runs, cat runs, kennels and backyards
- Recreational applications, such as backyard putting greens, tennis courts and playgrounds
- Non-grass outdoor areas, including rooftops, terraces and patios
- Non-grass interior area green spaces, including indoor applications such as shopping malls or set displays, indoor soccer, indoor baseball, paintball, and fitness clubs for weight training and running tracks.

### **How Do I Join?**

If you have the perseverance, professionalism, and dedicated hard work with a commitment to excellence, ProGreen Canada has a place for you. As part of the ProGreen team your demanding work and dedication can bring you many rewards.

Please call us at (866) 742-7888