



CHANNEL BULLETIN    RELEASE: Immediate

## Turfwerks Embarks on Exciting Expansion as Jacobsen Distributor in Illinois & Southern Wisconsin

**Johnston, IA** - Turfwerks, a leading provider of innovative turf maintenance solutions, is pleased to announce its expansion into the state of Illinois and the Southern Wisconsin markets as the distributor of Jacobsen equipment. This strategic move underscores Turfwerks' commitment to delivering golf course equipment and unparalleled service to customers across the Midwest.

With over 20 years of experience in the turf equipment industry, Turfwerks has built a reputation offering cutting-edge solutions for golf courses, sports fields, municipalities, and commercial properties. As an authorized distributor of Jacobsen, Turfwerks is poised to meet the diverse needs of turf management professionals throughout Illinois and Southern Wisconsin.

"We are proud to extend our partnership with Jacobsen and enhance their exceptional lineup of turf equipment to these markets," said Zach Davis, CEO of Turfwerks. "Turfwerks has built up a reputation in the industry as not only having innovative solutions for the golf course industry, but having the service, parts and unmatched expertise to back up our sales, which we think will strongly benefit the courses in these areas."

As the distributor for Jacobsen in Illinois and Southern Wisconsin, Turfwerks will offer the full suite of Jacobsen equipment solutions designed to enhance turf maintenance efficiency and elevate the overall quality of turf management operations. Some of these key pieces include the new Eclipse™ 360 ELiTE lithium triplex mower and SLF1 ELiTE five-gang lithium mower, as well as the industry-defining LF range of fairway mowers.

"While providing cutting-edge machinery is crucial, having the parts and service to match is equally important," said Neil Perez, Senior Director of Sales for Jacobsen. "Turfwerks have a proven track record of delivering the best service and support to their customers, and we are confident that will only get better as they expand into this new territory. We look forward to working with them to grow our presence and customer satisfaction in these important markets."

Being able to offer electric mowers in Jacobsen's newest line means courses in these markets can utilize Turfwerks as a one-stop shop to meet their needs – sales, service and parts – all in one. Turfwerks is backed by Jacobsen's ELiTE Approved Training and Service program, enabling the company to sell and support Jacobsen's industry-defining range of all-electric machines.

Jacobsen's ELiTE Lithium™ mowers are powered by Samsung® SDI Lithium batteries and feature an advanced battery management system that monitors the efficiency, temperature, state of charge and health of the batteries. ELiTE Lithium mowers offer zero-maintenance batteries, faster charging, longer run time, lighter weight, and lower cost of operation than traditional internal combustion mowers. In all, they have been proven in more than 60 million hours of use in golf course vehicles for over a decade.

Turfwerks is headquartered out of Johnston, IA and has locations in Iowa, Nebraska, Minnesota and Missouri. Turfwerks' parent company, Davis Equipment is a 3<sup>rd</sup> generation family business that has been in the equipment distribution business for 60 years. The expansion into Illinois and Southern Wisconsin coincided with Josh Shull being promoted to Sales Manager. Josh has spent the last 19 years selling Jacobsen equipment in Iowa & Nebraska. He graduated from Iowa State University with a degree in Turfgrass Management. Prior to joining Turfwerks, Josh spent the first part of his career as an assistant superintendent at Glen Oaks Country Club in West Des Moines, Iowa.

Expansion into these new markets will mean growing the Turfwerks team, which will take time to do properly. Turfwerks plans to open a new location for this market sometime in 2024. Until then, parts can be shipped next day ground (for the greater Chicago area) out of Turfwerks' main location in Iowa. "We look forward to establishing new relationships and understand that it will take hard work to earn business in a new trade area. As we grow our footprint in the market, we will endeavor to offer the same superior sales and service we are known for in our existing territory," said Davis.

For more information about Turfwerks and its lineup of Jacobsen equipment, please visit [www.Turfwerks.com](http://www.Turfwerks.com) or contact Josh Shull, Turfwerks Sales Manager, at the contact information listed below.

**About Turfwerks:**

Turfwerks is a leading provider of turf maintenance solutions, offering a comprehensive range of equipment, parts, and services to customers across the Midwest. With a focus on innovation, reliability, and customer satisfaction, Turfwerks is committed to establishing long-term relationships with customers.

**About Jacobsen:**

Jacobsen is a leading manufacturer of turf maintenance equipment, offering a specialist range of mowers. With a legacy of innovation spanning over a century, Jacobsen is trusted by turf management professionals worldwide to deliver superior performance, durability, and efficiency.

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