

DeBra Opens Stuart Office

DeBRA, the largest commercial turf equipment distributor in North America, has opened its fourth Florida location here at the Palm City Turnpike Industrial Park.

The new 4,000-square-foot Stuart facility will service the Martin, St. Lucie and Indian River tri-county area, according to Dave DeBRA, company vice president.

Distributor for several top manufacturers, DeBRA's Stuart office will sell and service turf maintenance equipment for individual homeowners, commercial landscapers, golf course superintendents and governmental agencies. DeBRA will also carry a line of industrial equipment, including sweepers, scrubbers, tractors and loaders.

"This tri-county area represents a significant market for DeBRA, and we intend to provide the best equipment and servicing possible," DeBRA said.

Founded in 1946 and in Florida since 1960, the family-owned company provides full servicing to back up its equipment sales. To insure quick service, DeBRA stocks \$1 million in replacement parts.

"Equipment downtime can be critical to the commercial customer, so we remedy the problem quickly and cost-effectively with our mobile repair service," DeBRA pointed out.

Staffing the new Stuart area facility are Don Barth, golf course sales representative; Ed Rosedahl, commercial and industrial sales representative; Rick Levy, field service; and Gregory Schaumberg, parts and service manager.

In addition to Stuart, DeBRA is also located in Hollywood, Tampa and Ft. Myers.

