

Redexim North America: Breaking barriers to better turf

Redexim North America is a leader in the design and development of professional turf equipment produced specifically for aeration, seeding, top dressing and environmental maintenance. With marketing operations in over 50 countries in the world, it has the largest range of equipment in its sectors, supported by a worldwide network of authorized distributors.

The Redexim North America corporate office is in Fenton, Mo., with its parent company and central engineering base in Zeist, Holland, with sister companies in England and in Australia, supported by manufacturing in the USA, UK, Holland, Italy and Hungary. The Group's philosophy is to supply to each market with products that meet local needs.

"These products are designed to withstand vigorous use in all conditions, and are backed by a distribution network that can handle technical, parts and service back-up that is the best available in the industry," said Paul Hollis, executive vice president of Redexim North America. "Investment in new product development and research into finding better methods of grounds care/maintenance is a major objective of Redexim North America to ensure that we remain the world leader in meeting the specialist needs of the turf and ground care markets."

Redexim North America was formed as a corporation in Pennsylvania in 1997. For 17 years prior to that, Redexim equipment had been imported by a sales agent in the Scranton area. "Since the beginning, we have experienced tremendous growth in the company, expanding into synthetic turf and other markets, while staying with our core philosophy," Paul said.

"We lead the way with products like Verti-Drain, Verti-Core, Verti-Seed, Verti-Quake, Verti-Knife, Over-Seeder, Easy Spread, and Turf Tidy. These unique and trend-setting machines are the most advanced turf management tools on the market, recognized for performance, quality, durability and customer satisfaction. All Redexim products pass the toughest test of all – the test of time.

"The quality construction and advanced design of Redexim products are backed by the best after-the-

sale service program in the industry. Our distributor network, the finest in the world, guarantees spare parts availability to keep your equipment running. Redexim North America has become a leader in golf course and turf management equipment by supplying the best machines money can buy, and by listening to the people who use them. Forging strong relationships with customers, built on trust and respect, is essential to our promise of quality."

Paul went on to say, "Innovative design, craftsmanship, and heavy-duty construction make Redexim products the standard of quality in the turf management marketplace. We know what our customers need – machinery that performs well, saves time and offers value. The market-leading range of Verti-Drain's and other fine equipment have outsold and outperformed all competitors for over 30 years."

Redexim products have been used by golf course superintendents in the four major championships, and by sports turf managers in championship venues for the NFL, MLB, NCAA, IOC, FIF, UEFA, and the World Cup.

In the coming year, Redexim North America plans to launch its walk-behind power plant called the Carrier, which can work with seeders, aerators, verti-cutters and a multitude of other small three-point mounted equipment. In addition, Paul told us that Redexim North America is planning the exciting introduction of a new high-speed deep-tine aerifier called the Bullet in two sizes later this spring or summer.

"While we have no crystal ball to foresee the future, our hopes are that we see the world economy to pick up and strengthen existing revenue streams. Further expansion of our factory-direct store, Redexim Turf Products, as an alternative to conventional distribution is on the drawing board, as well as additional investment in our agriculture divisions, Tortella North America and Parmiter North America, while the agriculture market continues to be booming," Paul concluded.

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