

## "Sponsor In The Spotlight"

### Wilfred MacDonald, Inc.

19 Central Boulevard  
South Hackensack, NJ 07606  
888-831-0891

[www.wilfredmacdonald.com](http://www.wilfredmacdonald.com)

This year Wilfred MacDonald will be celebrating its 75<sup>th</sup> year servicing those in the green industry. The company began as a small lawnmower business in Weehawken, NJ back in 1928 distributing Jacobson power reel mowers to local dealers serving the home –owner market. Wilfred (Mac) and his brother Charles both helped the business grow through the years. In 1962 the operations moved to Clifton, NJ and became a dealer for Jacobson selling turf and commercial equipment. Mac's nephew Jim Pelrine started with the company in 1963. When Mac decided to retire in 1966 he turned the reins over to Jim who then incorporated the company in his honor.

In 1977 Wilfred MacDonald was growing and a second building was added to house a new warehouse with shop operations. 14 full time employees were employed as well as 3 new salespersons being added to the staff in the early 80's. By 1995 Wilfred MacDonald was moving again to a larger site in Lyndhurst, NJ due in part to the growth in their distribution and their product line growing as well. The size of the staff also grew to 30. Preparing for the new millennium and with the company still growing in 1999 Jim with the help of his staff packed up everything and made the move from Lyndhurst to their current location in South Hackensack, NJ. Today Wilfred MacDonald has a staff of 29 employees including 6 full time salespersons, 2 On the road mechanics, 3 in-house service techs, 1 grinding tech, 1 set up man and one warehouse foreman, a service manager, an assistant service manager along with 2 full time truck drivers, 5 who handle parts, service, shipping and receivers. There are also 3 office staffers and a controller.

Wilfred MacDonald has been a strong supporter of the sports field industry. If you have been fortunate, you may have attended one of their field days at Giants Stadium. As Mike Pelrine puts it: "We try to be the best service and support turf equipment company in the area. We also want to go the extra mile for our customers because we believe that they are the most important thing to us."

For those sports field managers looking for that special piece of equipment to assist in maintaining or renovating their fields give the folks at Wilfred MacDonald a call. They are ready to assist and serve you. ▲

*By George Van Haasteren CGM*

# THE GREATEST TEAM ON TURF!



**TEXTRON**  
GOLF & TURF

**NATIONAL MOWER COMPANY**

Wilfred MacDonald is your team when it comes to athletic field equipment. We offer a wide variety of equipment from striping reel and rotary mowers to athletic field conditioners, line strippers, groomers, top dressers, aerifiers and more! Our comprehensive line of Textron Turf, Smithco, Turfco, National and Vertidrain gives you the largest variety of turf equipment to choose from! Contact your sales representative today for a demonstration!

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Sales Representatives:  
Bernie White  
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Tim Kerwin  
Mike Pelrine

