



Contact: Sarah Ellis
602.437.9530 | 800.343.9464
Email: sellis@ewing1.com
www.ewing1.com

your source for
conservation
solutions

FOR IMMEDIATE RELEASE

Ewing Opens New Orange County Location

Growing demand in Orange County prompts Ewing to open a new location in Stanton.

August 15, 2008, Phoenix, Ariz.—Deeping its roots in the California market, Ewing opens its fifth Orange County location in Stanton.

Located at 11601 Seaboard Circle, the 10,500-square-foot Stanton location will run under the management of Frank Salas, a 3-year Ewing veteran who specializes in landscape lighting, drainage and irrigation troubleshooting.

Salas believes service, pricing, education programs and Ewing's strong reputation in the California market will attract customers to the branch.

“Like any new location, we will work hard toward gaining a foothold in the market by focusing on what matters to the customer—inventory, pricing and knowledgeable staff,” said Salas, who formerly served at Ewing's Torrance and Santa Anna branches. “I want people to know that we offer more than parts. We offer service that can help each of our customer's bottom line.”

Another advantage of Ewing, Salas notes, is their strong conviction to water conservation products, which are becoming even more crucial to a landscape professional's livelihood in the industry. Ewing offers the latest water-saving technologies such as water-efficient sprinklers, 'smart' controllers, soil-moisture sensors, rain sensors, drip irrigation components and other weather-based irrigation products.

Once the new Stanton facility is operational, Salas is planning to host educational seminars that will include troubleshooting seminars, installation workshops and vendor-sponsored training for any industry professionals interested in expanding their knowledge base.

New Management at Ewing's Santa Ana Branch

Taking the helm as branch manager at Ewing's Santa Ana branch, Donny Caldwell looks to increase operational efficiency and enhance the level of service and support for customers.

Caldwell first entered the industry when he joined the Ewing team in 2003, signing on as a driver at Ewing's Mesa, Ariz. facility. His strong intuition for the industry led to several quick promotions including assistant manager, branch manager and residential and commercial outside sales representative for the Phoenix area. Equipped with his proven track record, he recently relocated to Orange Country where he will use his management experience to further the Santa Ana's branch position in the market.

Ewing is your premier source for conservation solutions, and a leading authority on the latest water management products, trends and best practices. Ewing provides water management solutions, commercial and residential irrigation supplies, landscape and agronomic products, low-voltage lighting, erosion control, water features and industrial plastics to professionals serving the landscaping, turf, golf and industrial industries. Ewing offers more than 190 convenient locations from coast to coast. Visit Ewing online at www.ewing1.com.

###