



IRRIGATION, GOLF & INDUSTRIAL

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FOR IMMEDIATE RELEASE

Ewing Irrigation Sinks Roots Into Kentucky

April 16, 2007, Phoenix, AZ—Expanding their branch offering in the Eastern part of the country, Ewing Irrigation, Golf and Industrial expands into Kentucky announcing plans to open a new 11,700 square foot facility in Louisville located at 914-B North English Station Road. Ewing has appointed Mark Chandler as manager of the new location slated to open at the end of April.

“This is a new, tough territory, but there is a lot of growth potential,” Chandler said. “All of our competitors are a stone’s throw away, so it really comes down to building relationships with the customer and keeping them happy. You can be the greatest distributor out there, but your success depends on the people that are working at the counter.”

With a firm understanding of the Louisville market having worked as an irrigation manager at a local distributor for six years, Chandler looks forward to establishing and then maintaining a strong foothold in the market while laying a foundation for superior customer service.

Chandler believes Ewing’s product line and pricing will trump that of competitors, also noting that Ewing has an extensive selection of industrial products that will cater to the ever-present industrial market in the area.

In addition to a broad range of landscape, irrigation, golf, and industrial products, the Louisville location will provide customers with educational workshops that explore topics such as irrigation design and installation, effective selling skills, pricing strategies, marketing plan development, and irrigation troubleshooting.

Established in 1922, Ewing is proud to serve as your source for water management and conservation solutions. Ewing offers commercial and residential irrigation products, landscape and agronomic supplies, low-voltage lighting, erosion control, water features and industrial plastics to professionals serving the landscaping, turf, golf, and industrial industries. Ewing’s experts in irrigation efficiency are friendly, passionate, and prepared to serve customers with more than 170 convenient locations from coast to coast

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