

## Company Profile



Reinders, Inc. is a family owned distribution company established in 1866 in Elm Grove, WI. We have six locations across Wisconsin in Milwaukee (Elm Grove), Waukesha, Kenosha (Bristol), Madison, Appleton (Little Chute) and Stevens Point (Plover); three in Illinois in Rockford, Vernon Hills, and Chicago (Franklin Park); two in Minnesota in Minneapolis (Plymouth) and Rochester and one in Olathe, Kansas. We work with a wide variety of customers including golf courses, landscape companies, contractors, municipalities, schools, parks, athletic facilities, cemeteries, and architects.

As one of the Midwest's largest full service distributors of products to the commercial green industry, you can turn to us as your one stop source for all your product requirements. We carry quality product lines including turf equipment, irrigation products, fertilizers, grass seed, chemicals, power equipment, hand tools, landscape lighting, fountains, water gardening supplies, ice control salt and much more. Our philosophy is ensuring your success determines our success.

## Services

An array of services is available through Reinders to help you and your organization achieve your goals. These services include:



### DELIVERY

Our modern fleet of tractors, trailers and straight trucks deliver products or equipment when you want it, where you want it.



### PARTS & SERVICE

After you've purchased your turf or irrigation equipment, we stand ready to assist you in any way we can with a complete inventory of parts, repair service and warranty maintenance.

Our Milwaukee (Elm Grove), Madison, Appleton and Franklin Park locations have complete equipment service departments staffed with certified, factory trained technicians. The irrigation service departments, located in Elm Grove and Franklin Park are equipped for expert in-house repairs and also provide field service.



### TURF ANALYSIS

If you have a challenging turf situation, call us and one of our trained specialists will schedule an appointment to review your requirements and provide recommendations for your specific needs.



### SPORTS FIELD AUDITS

Contact us to arrange an in-depth analysis and soil testing of your sports field to tailor a maintenance program for your budget and requirements.



### CAD DESIGN

We can help you design and install your next commercial, residential or golf course irrigation system.



### LANDSCAPE LIGHTING & WATER FEATURE DESIGN

Design and installation of water features from small pond aerators to large scale commercial fountains is available from Reinders. We can also assist you with your landscape lighting projects.



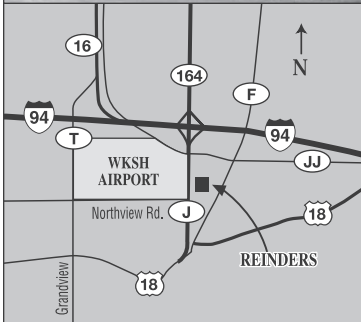
### EDUCATION

Every other year since 1973 we have sponsored one of the largest independent turf and irrigation conferences in the United States. Established to meet your needs you will find the latest research, equipment and products all in one place. Today, more than 2,000 industry professionals attend the show that has grown to include over 40 educational seminars and 85 exhibitors. We organize a turf and irrigation equipment service school during the alternate years when our conference isn't held. Things constantly change and improve so we also offer regional seminars and athletic field days to keep you up to date on the latest products and trends.

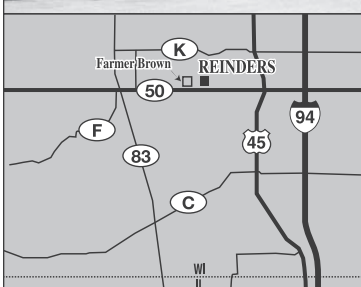
# Locations



**Waukesha, WI**  
 2343 Pewaukee Road (Hwy J)  
 Waukesha, WI 53188  
 262-524-0200  
 262-524-2164 Fax



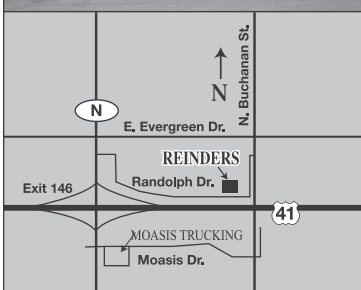
**Kenosha, WI** (Bristol)  
 20830A 75th Street (Hwy 50)  
 Bristol, WI 53104  
 262-857-3306  
 262-857-2474 Fax



**Madison, WI**  
 4217 Nakoosa Trail  
 Madison, WI 53714  
 608-244-0200  
 608-244-6101 Fax



**Appleton, WI** (Little Chute)  
 900 Randolph Drive  
 Appleton, WI 54913  
 920-788-0200  
 920-788-4272 Fax



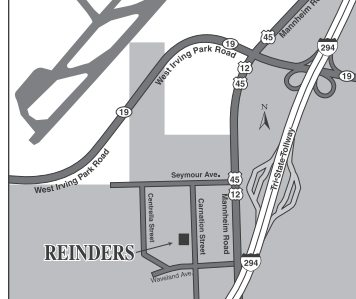
**Stevens Point, WI** (Plover)  
 3510 Post Road (Hwy 54 & 51)  
 Plover, WI 54467  
 715-342-3600  
 715-342-3601 Fax



**Vernon Hills, IL**  
 1000 S. Butterfield Rd  
 Suite 1007  
 Vernon Hills, IL 60061  
 847-573-0300  
 847-573-0303 Fax



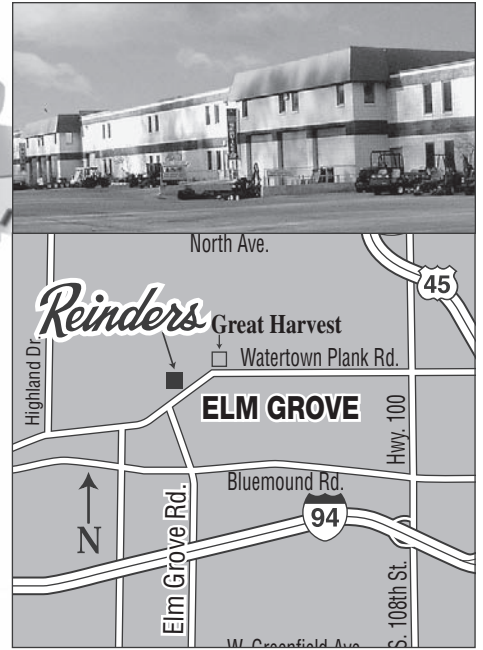
**Rockford, IL**  
 2241 N. Central Ave.  
 Rockford, IL 61101  
 815-961-0200  
 815-962-8660 Fax



**Chicago, IL** (Franklin Park)  
 3816 Carnation Street  
 Franklin Park, IL 60131  
 847-678-5555  
 847-678-5511 Fax

**Equipment Service Available**

**Toro Equipment Service Available**



**Reinders, Inc.  
Corporate Office**

**Milwaukee, WI** (Elm Grove)  
13400 Watertown Plank Road  
Elm Grove, WI 53122-0825

**Equipment Service Available**

- Office: 262-786-3300
- Fax: 262-786-6111
- Turf: 262-786-3301
- Irrigation: 262-786-3306
- Parts: 262-786-3302
- Service: 262-786-3307
- Salt: 262-786-3304



**Rochester, MN**  
3551 Commercial Drive S.W.  
Suite 100  
Rochester, MN 55902  
507-292-0677  
507-292-0769 Fax



**Minneapolis, MN**  
2722 Fernbrook Lane North  
Plymouth, MN 55447  
763-503-0200  
763-503-9584 Fax



**Kansas City**  
19942 W. 162nd St.  
Suite D  
Olathe, KS 66062  
913-397-0080  
913-397-0085 Fax

## Experience



We understand your daily challenges so be assured that a member of our friendly team of professionals can provide you with the necessary "Solutions & Supplies" for your needs. At Reinders you'll find:

- More than 1,000 years of combined turf industry experience on staff
- More than 250 years of combined irrigation industry experience on staff
- More than 250 years of combined landscape industry experience on staff
- Twenty former Golf Course Superintendents (including 8 CGCSs)
- Three former Landscape Contractors
- Twelve degreed Turf Specialists
- Two Certified Sports Field Audit Consultants
- Two Landscape Lighting Designers
- Three Water Feature Designers
- Two Degreed Biologists/Pond Specialists
- One Licensed Aquatic Chemical Applicator
- One Certified Irrigation Designer

## Our Commitment



The special expertise offered by Reinders today comes with a long history of dedication to our valued customers. We are large enough to serve you, yet small enough to still know you by name. We work hard to earn your business and we will work even harder to keep it by:

- Providing Solutions & Supplies
- A Knowledgeable and Experienced Staff
- Quality Product Lines at Competitive Prices
- Pre-Purchase Equipment Demonstrations
- Reliable, Accurate Orders
- Timely, Flexible Delivery Options
- After Sale Partnership
- A Certified, Trained Service Department
- Customer Training and Education Programs
- Six Convenient Locations Across Wisconsin, three in Illinois, two in Minnesota and one in Kansas.

## Industry Support



Reinders is a proud member and supporter of the following industry organizations:

- Wisconsin Turfgrass Association
- Wisconsin Golf Course Superintendents Association
- Wisconsin Sports Turf Managers Association
- Wisconsin Park & Recreation Association
- Wisconsin Landscape Contractors Association
- Wisconsin Green Industry Federation
- O.J. Noer Turfgrass Research Facility
- Northern Great Lakes Golf Course Superintendents Association
- Lawns of Wisconsin Network
- Minnesota Golf Course Superintendents Association
- Minnesota Nursery & Landscape Association
- Minnesota Sports Turf Managers Association
- Minnesota Park Supervisors Association
- Illinois Turfgrass Foundation
- Illinois Landscape Contractors Association
- Illinois Sports Turf Managers Association
- Midwest Institute of Park Executives
- Midwest Association of Golf Course Superintendents
- Northwestern Illinois Golf Course Superintendents Association
- Greater Chicago Club Managers Association
- Michiana Golf Course Superintendents Association
- Iowa Golf Course Superintendents Association
- MO-KAN Sports Turf Managers Association
- Mid-America Green Industry Council
- Heart of America Golf Course Superintendents Assn.
- Kansas Golf Course Superintendents Assn.
- Kansas Turfgrass Foundation
- Turf Equipment Technicians Association

**Quotations** — Reinders welcomes the opportunity to quote on any quantity purchase. Our proposals, whether written, by phone, fax or otherwise are valid for 30 days unless otherwise stipulated.

**Credit Policy/Terms** — Reinders will offer credit to its customers after they've established an account. A new customer must fill out a credit application, sign a personal credit release form and sign a corporate or personal guarantee and upon approval will receive credit. *A 1.5% service charge will be applied to all past due invoices. Subsequent payments will be applied toward finance charges first.* We have various extended payment pro-

grams available for qualifying accounts, please contact your sales representative for more information.

**Limitation of Warranty** — Reinders gives no warranties expressed or implied, including the warranties of merchantability and fitness for a particular purpose, to any item it sells, except as otherwise expressly given by the manufacturer of the specific item. Purchaser agrees that the limit of liability of the company for all claims for loss or damage due to any cause shall not exceed the invoice price of the goods. In no case shall the company be liable for the loss or damage for any consequential or incidental damages.