



PLANTPRODUCTS

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Plant Products Welcomes

Eric Greaves as Turf Technical Sales Representative

Ancaster, Ontario. June 1, 2023 - Plant Products, a leading distributor of inputs for golf courses and lawn care operators, is pleased to announce the appointment of Eric Greaves as their new Turf Technical Sales Representative serving customers in South and Central Ontario. With his extensive expertise and passion for the turf industry, Greaves will play a vital role in providing exceptional service and support to Plant Products' valued customers.

As Turf Technical Sales Specialist, Eric will tailor innovative and trusted turf management solutions to the specific needs of Plant Products' customers. With his profound knowledge of turf agronomy, product recommendations, and industry best practices, he will serve as a trusted advisor to customers, helping them optimize turf health and performance.

Greaves brings a wealth of experience to Plant Products, having spent over 10 years in the turf industry. Most recently, Eric was the superintendent at Hockley Valley Resort. Interestingly, during his early years in the turf industry, Eric graduated from Algoma University with a degree in political science and a minor in law and justice. His understanding of the challenges facing superintendents and his ability to develop customized solutions make him an invaluable asset to the company.

"We are thrilled to welcome Eric Greaves to our team," said Jason Ireton, Ontario Turf Sales Manager at Plant Products. "His vast knowledge and passion for the turf industry align perfectly with our commitment to providing cutting-edge products and exceptional customer service. We look forward to the positive impact he will make on our customers' turf management practices."

Eric lives in Shelburne, Ontario with his wife and daughter. He is an outdoorsman, enjoying golfing, fishing, hunting, and camping. On the rare occasions that he stops to put his feet up, it is often to cheer on the Toronto Blue Jays and Toronto Maple Leafs.



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