



Turf Care Products Canada Named One of Canada's Best Managed Companies

TORONTO, ON, May 5, 2021 - Turf Care Products Canada has been recognized for overall business performance and sustained growth with the prestigious **Canada's Best Managed Companies** designation. Now in its 28th year, Canada's Best Managed Companies remains one of the country's leading business awards programs recognizing Canadian-owned and managed companies for innovative, world-class business practices. Every year, hundreds of companies compete for this designation in a rigorous and independent process that evaluates the calibre of their management abilities and practices. The 2021 Best Managed award winners are amongst the best-in-class of Canadian owned and managed companies demonstrating leadership in the areas of strategy, capabilities and innovation, culture and commitment, and financials to achieve sustainable growth.

Through the growth and evolution of the company since Turf Care's start in 1975, one thing that remains unchanged is an unwavering commitment to customer service. "In an ever-changing world where more and more business is done remotely, one of Turf Care's differentiation points is that we still believe in doing as much business as we can face-to-face with our customers, allowing us to continue to build and nurture longstanding relationships," says Turf Care's President, Tim Trimper. Over the past year, despite being forced to temporarily adjust the face-to-face customer interaction that the company has been built on, those long-standing loyalties and customer relationships have been key to Turf Care's ability prosper even in the face of a pandemic. Over the years, the core of Turf Care's business has remained the same, their evolution relates to continually seeking ways to make it easier to do business with them, from increasing their product offerings and expanding their sales and service coverage model, to most recently launching a new Ecommerce platform.

Turf Care's staff of 150 employees spread across 7 offices in Ontario and Quebec are at the heart of everything the company does, embodying the company's values and mission, and shaping the overall customer experience. With a strong emphasis on workplace culture and community, the company supports a variety of employee-led social and charitable initiatives from staff BBQs and social events to local outreach through food drives and fundraisers.

"This year's Best Managed winners demonstrate the organizational grit required to thrive in these increasingly uncertain times," said Kari Lockhart, Partner, Deloitte Private and Co-Leader, Canada's Best Managed Companies program. "By putting their people first, and showing the courage to experiment and take risks, they were able to overcome some of today's most pressing challenges. This year's winners were able to succeed because they weren't afraid to fail."

Applicants are evaluated by an independent judging panel comprised of representatives from program sponsors in addition to special guest judges. 2021 Best Managed companies share commonalities that include (but are not limited to) enabling a remote workforce, making employee health a top priority, acting with an increased sense of purpose and social responsibility, and a significantly heightened focus on cash flow.

"Being named one of Canada's Best Managed Companies is great recognition for the entire staff and management team," says Andrew Sunn, Turf Care's CFO. Having previously been a part of a company that also achieved this designation, Sunn and Turf Care's senior leadership team are honoured to be receiving this award again. "It's gratifying to see that since acquiring Turf Care in 2019, we have made a positive impact not only on the financial results, but also on the culture of the company."

About Canada's Best Managed Companies

Canada's Best Managed Companies continues to be the mark of excellence for Canadian-owned and managed companies with revenues over \$25 million. Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on four levels: 1) Canada's Best Managed Companies new winner (one of the new winners selected each year); 2) Canada's Best Managed Companies winner (award recipients that have re-applied and successfully retained their Best Managed designation for two additional years, subject to annual operational and financial review); 3) Gold Standard winner (after three consecutive years of maintaining their Best Managed status, these winners have demonstrated their commitment to the program and successfully retained their award for 4-6 consecutive years); 4) Platinum Club member (winners that have maintained their Best Managed status for seven years or more). Program sponsors are Deloitte Private, CIBC, Canadian Business, Smith School of Business, and TMX Group.

For more information please contact:

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About Turf Care Products Canada (www.turfcare.ca)

In business for over 45 years, with more than 150 employees, Turf Care is a leading Canadian distributor of turf equipment, irrigation systems, golf cars, parts, accessories, and low voltage lighting products, servicing over 5,000 customer relationships. With 7 locations across Ontario and Quebec, Turf Care is proud to serve golf courses, municipalities, corporations, contractors, and dealers: offering a wide range of quality product lines including Toro, Ventrac, Yamaha, Kawasaki, and many others.

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