



Fisher & Son Company INTRODUCES FSC ProServices TO ASSIST SYNTHETIC-FIELD MANAGERS

(Exton, Pennsylvania) – One of the Mid-Atlantic region's most respected and long-established distributors of green-industry products and services, Fisher & Son Company, Inc., recently announced the formation of FSC ProServices. Offered specifically to address the needs of athletic field managers with synthetic-turf surfaces, the new service line provides a complete array of testing, maintenance procedures and repairs, performed with state-of-the-art equipment and a highly skilled, experienced staff.

"Managers of all types of athletic fields – both natural and synthetic, elementary school to professional – are coming under increased scrutiny and pressure to provide the safest surfaces possible for the athletes," said Anne Fisher, Vice President and co-owner of Fisher & Son Company. "With this newest addition to our turf-industry offerings, FSC ProServices can give those field managers the peace of mind that they're doing everything possible to meet the expectations and demands placed on them, as well as remain in compliance with safety standards."

While synthetic fields were originally touted for their savings in costs and labor – no mowing, fertilization or chemical applications for weeds, diseases and insect pests – they are far from maintenance free. In fact, without regular grooming, cleaning and topdressing with rubber infill material (to add softness and resiliency to the synthetic fibers), they can become uneven and dangerously hard, increasing the likelihood of serious injuries and even life-threatening concussions when players fall onto the field. ASTM International (formerly known as the American Society for Testing and Materials) has even set standards for surface hardness on synthetic fields, and most experts agree that all synthetic fields should be tested at least once a year for their g-max values, which measure a surface's shock-absorption performance.

"To introduce FSC ProServices, Fisher & Son Company has made a huge investment in top-of-the-line testing and maintenance equipment, to ensure that we deliver only the best, most reliable service," said Jim Cornelius, CSFM, newly named Services Manager for FSC ProServices.

Formerly a buildings and grounds supervisor for over 36 years with the West Chester Area School District in Pennsylvania, Cornelius will assume his new duties with FSC ProServices on March 1, 2011.

To meet a range of budgets and needs (depending on how much use/play each field receives), FSC ProServices will offer several bundled packages of services, including field inspections, g-max testing, grooming, cleaning, topdressing and repairs. In addition, each of those procedures will be offered on an a la carte basis, available as needed. Most procedures take only a few hours or less, providing convenience for the field manager, who is also relieved of labor allocations and equipment costs (purchase and maintenance).

"For nearly a century, Fisher & Son Company has been known for providing exemplary service to our customers," said Mike Fisher, President of Fisher & Son Company and co-owner with his cousin, Anne. "We are thrilled to add FSC ProServices to our lineup, as we see it as a continuation of our family's vision and progress in keeping Fisher & Son Company one of the premiere providers to the green industry throughout the Mid-Atlantic."

Established in 1928, Fisher & Son Company is a fourth-generation, family-owned and operated corporation that provides products and services to turf and horticulture professionals throughout the Mid-Atlantic region. Based in Exton, Pennsylvania, firm serves customers throughout Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Washington, D.C., with three warehouse/customer-service centers (in PA, MD and DE).



Anne L. Fisher, Vice President
110 Summit Drive • Exton, PA 19341
Phone: 610.363.5225
www.FisherAndSon.com