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Central Pro Supply Launches New Website to Enhance Customer Experience

A Modern Platform Offering Easier Access to Partnership Resources and Solutions to Grow

Elmsford, NY, June 17 – Central Pro Supply, the newly rebranded identity of Central Turf & Irrigation Supply, is proud to announce the official launch of its redesigned website. This new website is a bold step forward in the company's ongoing commitment to customer partnership, innovation, and providing solutions for growth.

The new website reflects Central's evolving mission to empower landscape professionals with the tools, information, and support they need to thrive. Designed with the customer in mind, the enhanced site makes it easier than ever to explore ways to save, find detailed product information, and discover how Central partners with industry leading manufacturers and contractors to support long-term business success.

"This website isn't just a fresh look, it's a full rebuild of an online platform to reflect who we are and the value we strive to provide," said Anthony Luciano, VP Sales & Marketing. "We've streamlined the experience for faster access to the things our partners care about most: specials, new product insights, and real support from a team that understands the industry inside and out. We are also excited for the future phases of this new website when we integrate additional online solutions and experiences for our customers."

Key features of the new site include:

- **A clean, modern design** that's mobile-friendly and easy to navigate
- **Improved visibility of monthly specials**, promotions, and exclusive savings opportunities
- **Expanded content about Central's solutions-based approach**, from technical support to business resources
- **Dedicated sections for training opportunities**, new product launches, and industry best practices
- **Streamlined location search** with up-to-date info on Central's 60+ branches across North America

"This platform is built to be more than just a place to shop—it's an extension of our partnership with our customers," said Bernardo Luciano, President of Central Pro Supply. "We want every contractor who visits our site to find the resources they need to save time, grow their business, and feel confident they have the right partner behind them."

The new website launch comes just weeks after Central unveiled its new name and brand identity, Central Pro Supply, marking a new chapter in its 35-year legacy. The updated digital experience underscores the company's focus on continuous improvement and strategic support for green industry professionals. Visit the new website and explore the next evolution of contractor support at www.centralpros.com.

About Central Pro Supply

Central Pro Supply is a leading family-owned and operated, wholesale distributor for irrigation, landscape lighting, equipment, snow management, drainage, turf & agronomics, sustainable products and grounds care equipment—with more than 60 locations in the U.S. and Canada. Established in 1990, Central is a solution-focused partner for residential and commercial landscape professionals, offering the largest quantity of in-stock inventory in the industry. For the contractor, by the contractor—Central provides professional and business development resources from large-scale design services and technical support lines, to training and marketing services. To Partner.Save.Grow with Central visit www.centralpros.com.

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