

SMITH TURF HONOURER BY TORO

Every year the Toro evaluates each of the company's many worldwide distributors on performance, financial health, customer care and customer service. Only the very best are considered for to be worthy of consideration of the main award, and the eventual winners can consider themselves to be on top of their games.

Smith Turf, a division of Smith Power, was awarded with Toro's prestigious Distributor of Excellence Award, the second time that the South African company has been deemed worthy of this honour.

Toro's Distributor of Excellence Award was first introduced in 1984, to recognise the highest performers among the company's distributors. The giant manufacturer of turf maintenance equipment has approximately 50 distributors in the US, and 100 international distributors spread over 90 countries.

After accepting the award from Toro's Barry Beckett, Lionel Coetzee, a director of Smith Power, told Golf Industry SA that he was extremely proud to receive this recognition, which was credit to all the staff at Smith. "I believe that our customers will attest to the fact that we do make every effort to maintain service levels as high as we possibly can, and we go to great lengths to ensure that all our staff understand the importance of this," he said. "Just as deserving of the Award is our customer base that has shown incredible loyalty over many years."

"We do not give out these awards lightly," stressed Beckett, the Toro executive in charge of golf maintenance equipment outside of the US. "Smith has again proved to be a fine example of a distributor that embraces the important values of excellence by providing exceptional sales and service support – core principles that have helped Toro succeed for more than 100 years."



Lionel Coetzee (left), accepting the Distributor of Excellence Award from Toro's Barry Beckett

Each year this Award, considered to be Toro's ultimate accolade, is presented to one company in each of

the four global geographic regions: United States, Europe/Middle East, Asia Pacific and Canada/Latin America. 🇺🇸