

GROWERTALKS

GT in Brief

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BFG Announces Acquisition, Brand Refresh & New Sales Leadership

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BFG announced that it has acquired VG Supply, a distributor of lawn and garden and outdoor living supplies to customers in the upper Midwest. The acquisition will extend the company's relationships in key customer segments.

"We were looking for a partner that shared our values, our commitment to great customer service and could bring something new to our customers. We've known the BFG team for many years and we're excited to now be part of the BFG family," said Ken Kotas, President of VG Supply.

VG's Munster, Indiana, distribution center will remain open, and customers will continue to be serviced from that location.

"Ken and his team have built a great business and we're thrilled that we could make this transition happen so that we can grow together," said Jeff King, CEO of BFG.

Additionally, BFG recently launched a refreshed logo and company branding. The new logo is a modernized version of the old logo, and the company has added the tagline: Come Grow with Us.

BFG also announced new sales leaders for its three strategic customer segments. Doug Speegle will lead BFG's Independent Lawn & Garden segment. Jackie Giuntoli will lead BFG's Key Account segment. Ben George will lead BFG's Grower/CEA/Hydro/Structures segment. **GT**