

GROWERTALKS

GT in Brief

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Harrell's Now Serves Greenhouses, Too

Chris Beytes

Harrell's—a provider of fertilizer, plant protection products and business solutions for the green industry—is adding a new Greenhouse Division to its business, expanding upon the foundation of its Nursery Division, which has been serving the nursery and horticulture industries for more than 40 years.

“We see a need in the greenhouse market for a dedicated sales team that can serve greenhouse growers with the same level of focus and expertise that Harrell's has provided to the nursery industry for decades,” said Scott Martiniere, Harrell's VP of Sales. “Our goal is to deliver value, technical expertise and outstanding service while strengthening the partnerships we have with our customers and vendor partners.”

Founded in 1941 and headquartered in Lakeland, Florida, Harrell's has 32 warehouse locations in 22 states and reps covering all 50 states. They're a 100% employee-owned company.

As part of this expansion, Harrell's is pleased to welcome Todd Regenscheid, Greg Stone, Jim Brouwer, Lance Himmelwright, Broch Martindale, Bill Hupp, Julie Andre and Tim Andrews to the team. Their extensive industry experience and commitment to customer success will strengthen Harrell's ability to serve greenhouse growers and further establish the company as a trusted partner throughout the horticulture market. **GT**