

Pitchcare and Amenity Land Solutions in Strategic Alliance



The e-commerce arm of Pitchcare.com Limited, the online website for the turf care industry, is teaming up with near neighbours, Amenity Land Solutions, in an alliance which will bring great benefits to the customers of both companies.

Pitchcare has been rapidly developing its online shop over the last two years and now boasts the widest online range of professional and domestic turf care products in the UK. By teaming up with ALS customers will now be able to benefit from the nationwide distribution.

Pitchcare's Managing Director, David Saltman, said: "We have been looking to expand Pitchcare, as our business has grown quickly over the last few years. To further improve our service to customers, the natural step was to invest in premises to enable us to hold stock and to offer next day delivery on most items.

I have known and worked with the staff at ALS for over 15 years and they are all very knowledgeable and committed people with a real passion for our industry.



The synergy of working closely with ALS will allow our continued expansion plans to take effect more rapidly and strengthens our resolve to promote turf care to a much wider audience.

Our magazine and website will be unaffected by this alliance; they will continue to operate impartially providing news, information and advice to the industry."

Jonathan Carr, Managing Director of ALS, commented that the marriage of Pitchcare's internet supply business with that of ALS is a significant move forward for both businesses and their customers.

"The alliance gives the Pitchcare online store the centralised infrastructure, storage and delivery systems needed for the efficient despatch of goods. It provides their customers with full access to an experienced and skilled technical base and field sales force whether they require on site or telephone help and advice. It gives ALS a great opportunity to introduce many of its innovative products and services to Pitchcare customers. There will also be economies of scale that will offer better value to customers of both businesses.

It's an exciting new business model for the future of our industry combining the internet with traditional skills."

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Amenity Land Solutions Limited
Units 2/3 Allscott Telford Shropshire TF6 5DY
T: 01952 641949 F: 01952 247369 W: www.amenity.co.uk E: sales@amenity.co.uk
Reg No: 2152566 Vat Reg No: 478 8457 77

Members of BASIS Certificate No: 769

