



BERNHARD GRINDERS – SNAPSHOT

BERNHARDGRINDERS.COM

“GRINDERS MATTER”



WHO WE ARE

Bernhard and Company is the trusted manufacturer of Bernhard Grinders, the world's finest range of blade sharpening systems. The state-of-the-art machines ensure turf equipment is always in perfect cutting condition. More Bernhard Grinders are used at public, private and resort courses in the U.S. and Canada than all other brands combined.

SIGNATURE PRODUCTS

All are designed and built by a skilled engineering team using top-grade materials. Bernhard's unmatched quality control allows an industry-best 10-year warranty on Express Dual and Anglemaster machines. Products include:

- Express Dual (six models)
- Anglemaster (four models)
- Rotamaster 4000
- Dual Master
- Rapid Facer

POINTS OF DISTINCTION

No contact and constantly sharp blades lead to healthier plants, reduced disease, faster greens and superb playability. Bernhard's advantages over other cutting unit sharpeners on the market include:

- Precision of cut
- Value proposition
- Speedy sharpening process
- Ease of use
- Reliability, durability
- Safety-first compliance
- Environmental emphasis
- Fanatical service standards

Conversely, lapped blades and with contact tend to result in damaged tissue, susceptibility to disease and poor definition.

GOOD ISN'T GOOD ENOUGH

“Outstanding conditions” primarily determine where golfers play. Bernhard-sharpened blades yield the best speed, pace, roll and trueness, while dull blades result in discolored, diseased and inconsistent playing surfaces that chase golfers away short- and long-term.



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CRUSH BUDGET

Golf courses are businesses and are accelerating their purchases and leases of Bernhard Grinders. They realize an urgency to switch to Bernhard Grinders due to a strong value proposition immediately and beyond. The dividends:

1. **Revenue Generation**

Golf courses benefitting from pristine course conditions, thanks in part to Bernhard Grinders, attract new and more frequent play in large numbers. In addition to increased rounds, Bernhard customers justifiably charge higher greens fees, membership dues and outing-tournament rates. They commonly report topline gains of more than \$100,000 annually.

2. **Significant Savings**

The unique design and technology of Bernhard Grinders reduces labor, fuel, parts and chemical-fertilizer-fungicide usage by more than \$25,000 annually at golf courses.

3. **NOI Accrual**

For each year Bernhard Grinders are used, revenue generation and significant savings compound for greater net operating income over time. Many customers offset their purchases within 12 months at a 200% ROI the first year.

4. **Risk Prevention**

Courses without Bernhard Grinders may incur maintenance overruns, inferior conditions, damaged reputation and declining rounds and revenue.

5. **Added Value**

The use of Bernhard Grinders extends beyond the golf course to community residences (HOA), common areas, outdoor event venues, parks, sports turf facilities and other green spaces.

Hundreds of golf operations have experienced meaningful financial turnarounds after partnering with Bernhard Grinders.

AMERICA'S AND WORLD'S FAVORITE

1. Requested by the USGA, PGA TOUR and other governing bodies for U.S. Open, Ryder Cup and Masters Tournament preparation
2. Relied upon at 75 of *Golf Digest's* Top 100 U.S. courses, including the top eight
3. Servicing many No. 1 ranked courses in *Golfweek's* “State-by-State Best You Can Play” rankings
4. No. 1 in market share in the U.S. and Canada
5. Most popular brand at golf courses in more than 50 countries
6. Available through more than 65 certified regional distributors in the U.S. and Canada



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EDUCATION

Bernhard Grinders is well-known for annually hosting more than 100 traveling seminars and webinars about turf management, maintenance and sustainability trends and best practices. Sessions are conducted for golf course superintendents, machine technicians, owners, GMs and others. Re-investing in the industry is a core tenet of the company.

SELECT PARTNERS

Golf Course Superintendents Association of America (GCSAA)

John Deere

National Golf Foundation (NGF)

Ransomes Jacobsen

Toro

RAVING FANS

“Bernhard offers an enticing combination: sterling service standards and significant savings on maintenance costs.”

- **Andy Caddell**, Equipment Manager, Pinehurst Country Club, 2014 U.S. Open and U.S. Women’s Open host

“Mower sharpening and adjustment is the single factor attributed to improved playing conditions and green speeds.”

- **Thom Nikolai Ph.D.**, Professor of Turfgrass Agronomy, Michigan State University

“Express Dual and Anglemaster are the most productive and accurate reel sharpening equipment on the market and they are so easy to use.”

- **Dave Blowers**, Equipment Manager, East Lake Golf Club

“The five courses at Bethpage annually host more than 200,000 rounds and Bernhard is integral to maintaining ultra-healthy turf and top-line financial gains.”

- **Craig Currier**, Former Superintendent, Bethpage State Park Courses, 2009 U.S. Open host

“Bernhard is crucial to tournament preparation and presentation; it would not be possible without their world-class support.”

- **Gerry Byrne**, Superintendent, K Club, 2006 Ryder Cup host

“There’s no other grinder manufacturer I’d trust when it comes to major tournament preparation; Bernhard is an insurance policy against less-than-ideal playing conditions.”

- **Mark Wilson**, Former Superintendent, Valhalla Golf Club, 2008 Ryder Cup host



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HISTORY

Bernhard and Company evolved from the expanding export division of the family business, Jeffery Bernhard and Sons Limited, which has long enjoyed a leading position in the U.K.'s horticulture, landscaping and nursery industries.

Company founder Stephen Bernhard developed a special interest in the technical issues of mowing turf – particularly, the critical effect that reel grinding techniques have on mower performance, maintenance time, costs and turf quality.

In 1972, Bernhard started to export its refined version of the Express Dual and Anglemaster spin grinding system to golf courses and mower maintenance shops worldwide.

COMPANY LEADERSHIP / CONTACT

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