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FOR IMMEDIATE RELEASE

Plant Fitness® to unveil the **PF3 Turf Performance System** at the 2026 GCSAA Conference & Trade Show. This revolutionary three-part system delivers visible results and consistent performance for golf course superintendents.

Chicago, Illinois – January 8, 2026 – Plant Fitness is launching PF3, a complete turf performance system engineered to deliver the consistent and visible results golf course superintendents demand. Making its debut at the 2026 GCSAA Conference & Trade Show in Booths #1993 and #2092, PF3 represents a fundamental shift from traditional fertilizer programs to a synchronized performance system built around the Plant Fitness philosophy.

A System Designed for Superintendent Success

PF3 treats turf like a trained athlete, conditioning it at the foundation, energizing it for peak performance, and building resilience under stress. Unlike product-by-product approaches, PF3 works as an integrated system where each component reinforces the others to produce turf that's visibly fitter, stronger, and more manageable throughout the season.

"Golf course superintendents face relentless pressure to deliver pristine playing surfaces while managing stress, inconsistency, and tight budgets," said Steve Loveday, VP of Technology, "PF3 gives them a system that works, produces fast, visible results, and maintains those results under the toughest conditions."

The PF3 Advantage

Together, three products (The Core™, Pump™, Throttle™) create turf that performs at a higher level:

- Fast, visible results that build confidence quickly
- Consistent performance that reduces management headaches
- Resilience under stress when playing surfaces need to perform most
- Predictable outcomes that make long-term planning easier
- Efficient nutrition that supports balanced, sustainable growth



Seeking Distribution Partners

Plant Fitness is actively seeking distributors to bring the PF3 system to golf courses nationwide. Distributors will gain access to a proven system with a clear performance story, backed by university trials, visible proof in the field, and results that open new doors and solidify long-term customer relationships.

Visit Plant Fitness at the 2026 GCSAA Conference & Trade Show

Experience PF3 firsthand at Booths #1993 and #2092, which feature an open area for customer interaction and a private meeting room for distributor partnership discussions.

Schedule a meeting with Plant Fitness at the GCSAA Conference & Trade Show:

<https://calendly.com/mark-plantfitness/gcsaa-show?month=2026-02&date=2026-02-04>

About Plant Fitness

Plant Fitness develops peak performance products and performance systems that help turf managers achieve superior conditions. The company's Plant Fitness philosophy treats turf like an athlete, building strength, endurance, and resilience for consistent peak performance.

The Core, Pump, and Throttle are trademarks and Plant Fitness is a registered trademark of Epoch Science, LLC.