



Press Release

Source: Innovative Technologies

Buy Sod comes on board

North Carolina based Buy Sod, Inc. starts using GrowerLive December 2011

December 2011

Pinehurst, NC: Buy Sod, a Sod Industry Leader, being faced with the increasing pressure to switch to VMI (Vendor Managed Inventory) has recently contracted with Innovative Technologies Group, creator of GrowerLive. GrowerLive is a web based application that acts as a complete sales and management tool that plugs growers into their sales locations.

GrowerLive will allow Buy Sod the ability to increase efficiency in several areas including: bringing up to the minute information in house, accommodate real-time inventory at their satellite farms and optimize load routing with container weights and packs. Buy Sod also discovered that GrowerLive would help them reduce shrinkage and effortlessly stock to the rate of sale for their VMI Customers including Home Depot and Lowes.

Deke Darsey, CEO of Innovative Technologies said, "GrowerLive is specifically developed for growers like Buy Sod. The increased efficiency could help them save a substantial amount of time and money."

ABOUT INNOVATIVE TECHNOLOGIES: Based just outside Tampa, FL, Innovative Technologies primarily develops Business to Business applications. They have long term relationships with a wide variety of industries including over 16 years in the grower and live goods industry. For more information visit inntec.com or growerlive.com.

ABOUT Buy Sod: Buy Sod, INC has over 9 different sod farms spanning NC, SC and Virginia. With thousands of production acres, they are the largest grower of turf grass in the Carolinas.