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Russo Power Equipment is in Growth Mode

Two Acquisitions & a New Location are Already Slated for 2022

Schiller Park, IL: When Russo Power Equipment celebrated their 50th anniversary in 2020, they developed a slogan: "Celebrating 50 Years of Business & The Next 50". Two years into the "Next 50", they are regionally expanding.

Growth has happened quickly thanks to two recent acquisitions in Indiana and Wisconsin: C & C Distributors (Fort Wayne and South Bend, Indiana) and Porter's Lawn & Power Equipment (Janesville, Wisconsin). Through these partners, Russo will connect with new communities and customers in the same personable way they have for years.

At its inception, Russo was a family-owned Ace Hardware franchise. The patriarch, Frank Russo Sr., along with his wife, children, and a few high school-aged kids from the neighborhood, helped turn the professional landscaping industry into what it is today. Those same high schoolers are now leaders in the company and remember the very first piece of commercial equipment showing up at the hardware store.

From that moment, it became Russo's mission to focus on landscapers. Over the years, the customer base grew to include municipalities, park districts, turf care specialists, arborists, and snow removal deicing companies. As the Russo network continues to grow, their mission remains the same: providing high-quality outdoor power equipment while upholding the family values their business was founded on.

Whether through acquisitions or new store introductions, Russo has stayed true to their identity and promptly delivered on their promise of growth. The acquired companies will operate under the same names that communities have trusted for decades. Russo is eager to meet everyone, learn their procedures, and incorporate a few of their own. Additionally, their new brick-and-mortar location in New Berlin, WI is sixth on the list and joins five other Chicagoland-based storefronts. As members of the Russo family, all these businesses share the same core mission: Powering Nature's Professionals!

ABOUT RUSSO POWER EQUIPMENT: Russo Power Equipment has built a reputation as the premier power equipment and landscape supply dealer in the Midwest while maintaining core values that have existed since day one. Due to extensive relationships with industry leaders like Toro, Scag, Wright, STIHL, ECHO, Exmark, Bobcat, and many others, they are able to carry the largest selection of equipment at the lowest possible prices. From a stock of over one million parts to a knowledgeable service department, Russo aims to meet the needs of every customer while treating each one like a part of the family, not just another sale. The Russo motto is "People Power Us" and they work hard to infuse that into everything they do, sell, or fix. Russo Power Equipment started as a family-owned business and strives to provide the same exceptional service that patrons have come to expect over the past 50+ years.

ABOUT PORTER'S LAWN & POWER EQUIPMENT: Founded in 1951, Porter's Lawn & Power Equipment has been a family-owned staple in the Janesville community. Jim, who took over from his father, along with his wife Sandy have built the business into the loyal, community-based dealership it is today. Specializing in Toro branded equipment for residential and landscape contractors, Porter's will continue to serve lawn maintenance enthusiasts.

ABOUT C&C DISTRIBUTORS: Ken and Donna Edholm have been operating C&C Distributors for more than 25 years, and have built a well-respected parts distribution business and recently integrated a second full-service dealership. Founded in 1957, C & C has always strived to be the best at getting customers everything they need for their outdoor equipment and operate under the motto, "If we can't get it, we'll help you find it." Investing in talented people at both locations, they have

Powering Nature's Professionals Since 1970

Russo: Elgin

1001 N. Randall Rd.
Elgin, IL 60123
224.268.3035
FAX 224.268.3036

Russo: Frankfort

21660 S. La Grange Rd.
Frankfort, IL 60423
779.333.7000
FAX 779.324.5701

Russo: Hainesville

39 E. Belvidere Rd.
Hainesville, IL 60030
847.752.0420
FAX 847.548.0765

Russo: Naperville

1636 North Aurora Rd.
Naperville, IL 60563
630.219.2440
FAX 630.219.2095

Russo: New Berlin

16555 W Lincoln Ave.
New Berlin, WI 53151
262.648.5700
FAX 262.648.5743

Russo: Schiller Park

9525 W. Irving Park Rd.
Schiller Park, IL 60176
847.678.9525
FAX 847.678.0705



built a strong and energetic environment. The leadership and commitment to the industry is felt immediately as you walk through the doors. There is no doubt that customer service is priority number one.

For any additional questions or inquiries, visit our website to view our products, learn more about our company, and get in contact with a representative: www.russopower.com



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