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# For Immediate Release

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**Spectrum Technologies Adopts USGA-Developed Technology to Launch Turf Firmness Meter**

**Aurora, IL** – Spectrum Technologies, Inc. and the USGA today announced the launch of the TruFirm® turf firmness meter. Based on technology developed by the USGA, TruFirm offers a quick, easy, and affordable method to measure the firmness of turf and bunker sands. Data acquired from the device allows golf course superintendents and sports turf managers the ability to take appropriate actions to reach the desired firmness of golf course greens, fairways, and bunkers, as well as other playing surfaces.

The USGA’s primary objective for the development of the TruFirm is to provide championship-caliber playability by managing greens that are consistently firm and fast. By measuring the relationship between the compaction of the soil and the moisture level, greenkeepers are able to ensure healthy, aesthetically-pleasing greens that offer exceptional playability.

Mike Thurow, President and CEO of Spectrum Technologies, commented, “Balancing the fine line between soil moisture and firmness is an intricate art that presents challenges to even the most experienced golf course superintendents. Spectrum’s TruFirm provides objective data to help make crucial decisions.”

The patented TruFirm system utilizes a hemisphere-shaped impact hammer that mimics the shape of a golf ball to better simulate golf ball impacts. The mass is dropped from a consistent height and the maximum turf penetration value is recorded and correlated to the surface firmness — the lower the penetration value, the firmer the turf.

Matt Pringle, Technical Director for the USGA, has been working with firmness and compaction devices for more than nine years. “The USGA is dedicated to advancing technology to improve playability by making better course decisions,” Pringle stated. “We decided to bring our technological innovations to Spectrum because of their turf industry knowledge, technology focus, and experience in developing affordable measuring devices.”

Measurements taken by the TruFirm are instantaneous, saving valuable time, and readouts are displayed on a highly visible screen. In addition, logged data can be sent via Bluetooth to a mobile/handheld device for plotting specific greens or other surfaces using an associated smartphone app.

For more information regarding the advanced TruFirm turf firmness meter, contact Spectrum Technologies at (800) 248-8873.

Spectrum Technologies, Inc. manufactures and supplies affordable weather and plant measurement technologies that help professionals make better decisions on plant and turf inputs. To receive a free catalog complete with hundreds of climate, soil, nutrient management, and plant health monitoring devices, contact Spectrum Technologies, Inc., at 3600 Thayer Court, Aurora, IL 60504; ph: (800) 248-8873; fax: (815) 436-4460; or [www.specmeters.com](http://www.specmeters.com).

The USGA conducts the U.S. Open, U.S. Women’s Open and U.S. Senior Open, as well as 10 national amateur championships, two state team championships and international matches. Together with The R&A, the USGA governs the game worldwide, jointly administering the Rules of Golf, Rules of Amateur Status, Equipment Standards and World Amateur Golf Rankings. The USGA’s working jurisdiction comprises the United States, its territories and Mexico.

The USGA is a global leader in the development and support of sustainable golf course management practices. It serves as a primary steward for the game’s history and funds an ongoing “For the Good of the Game” charitable giving program. Additionally, the USGA’s Course Rating and Handicap systems are used on six continents in more than 50 countries.

For more information about the USGA, visit [www.usga.org](http://www.usga.org).