



Centaur Asia Pacific Celebrates 15th Anniversary

Singapore: As Centaur Asia Pacific celebrates its 15th anniversary, the company’s remarkable success story looks set fair to continue.

Inaugurated in Hong Kong in 2003, Centaur Asia Pacific has built an enviable portfolio of high-profile clients over the course of the past decade-and-a-half. In the process, it has become a major player in the region’s turf maintenance industry, especially with regard to golf.

“It’s been an amazing journey,” said **Danny Potter**, Owner and Director of Centaur, a long-standing Full Business Member of the Asian Golf Industry Federation (AGIF).

“Our mission remains the same as it was when we set out: To provide cost effective and superior products and services to clients in the turf industry in their desire to construct and/or maintain the highest quality turf/landscaping,” he added.



Centaur Asia Pacific’s Danny Potter (right) attends many trade shows with his clients.

From its humble Hong Kong beginnings, the company moved into mainland China, setting up a representative office in Shanghai to service the booming golf course development at that time.

It was in 2006 that Centaur Asia Pacific was acquired by Potter, who was then the General Manager. Under Potter’s inimitable guidance, Centaur Asia Pacific opened its Singapore office in 2012 to service the Southeast Asian market. Since then, additional offices have been created in Vietnam and Malaysia, catering to emerging markets.

Today, Centaur distributes more than 30 reputable brands, including fellow-AGIF members Jacobsen, Atlas Turf and Capillary Concrete.

Centaur’s rapid development has seen the company expand to provide products and services not only to clients that are constructing and maintaining golf courses, but also sports fields, landscapes, parks and gardens, home lawns, hotels, resorts and recreational facilities.

Potter said: “Centaur Asia Pacific is built on the expertise of our sales representatives and technical managers. It is their knowledge and outstanding customer service and after-sales service support that has set us apart from the competition.



Driving forces: Danny Potter and Jeffrey Eshuis have led the way for Centaur since the company's early days.

“Together we have more than 220 years of experience in Asia and in the development of golf in this region. Our management team consists of agronomists, engineers, mechanics and golf club managers, who all specialised in the Asian business markets, and understand well the different cultures and conditions that Asia presents.

“At Centaur Asia Pacific, we see our 15th anniversary as a new beginning. We are committed to continue building up our network and making sure we remain relevant to the industry ... and can be trusted by our partners and clients.”