zea ALMON INC. TURF EQUIPMENT Trebro The Future of Turf Harvesting

Customer Spotlight

Zea and Almon Help Power the Next Leap in Turf Harvesting Innovation at Trebro

Photos courtesy of Trebro Manufacturing Inc.

About Trebro

- Introduced the first automatic stacking turf harvester in 1990

- On a mission to lead the turf industry with cutting-edge machines like the AutoStack 3 (AS3), a one-man harvesting machine designed for maximum productivity and comfort.

- Complex machinery, support and parts identification.

- Almon and Zea partnership helped to deploy Trebro's self-serve parts portal.

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- For years, identifying the right part replacement meant calling "Barry" - the company's legendary parts expert, and trying to describe the issue and part over the phone.
  - Not scalable
  - What happens when Barry isn't available?

- Needed a solution where customers and technicians can identify parts without relying on memory, guesswork or legacy PDF manuals.
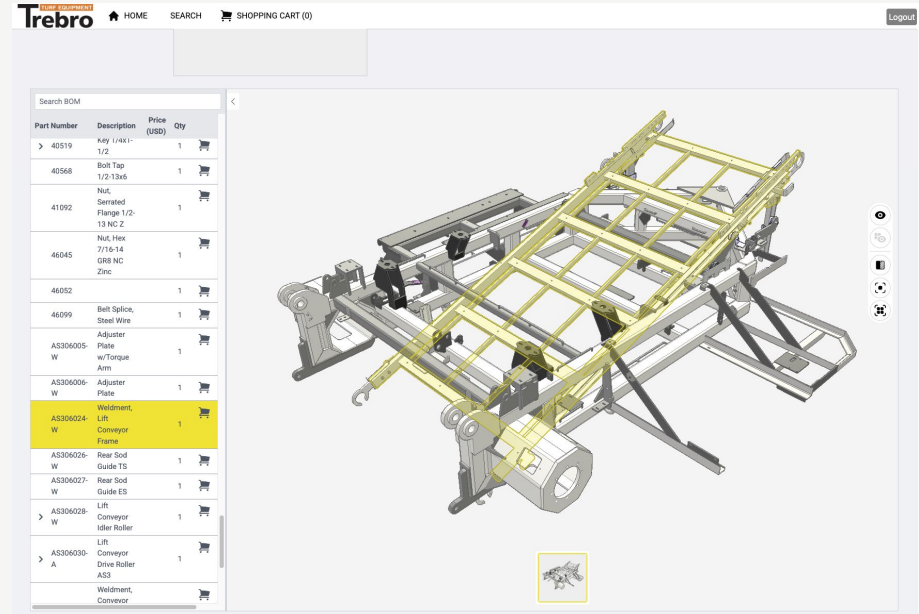

"There's only one Barry, and everyone relied on him to identify parts based on vague descriptions. It just wasn't scalable." Hunter Shields, Technical Lead, Trebro

Zea's Self-Serve 3D Solution

- Zea, in partnership with Almon, deployed an interactive 3D parts catalog website accessible by customers and dealers.

- Service transformed:
  - Field service technicians can visually diagnose problems on-site
  - Customers can identify parts without needing engineering knowledge
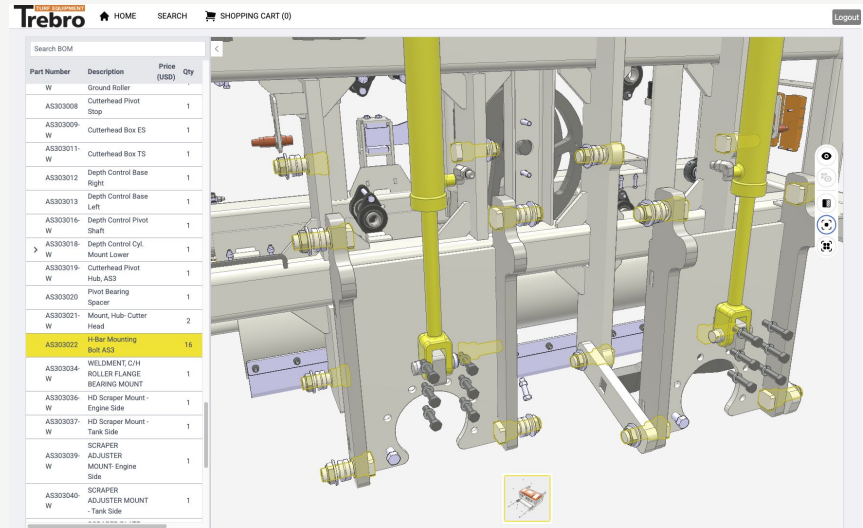 - Saves company employees valuable time and energy

"**Zea bridges the gap. Even if you're not an engineer, you can navigate a model, find the part, and move on. That's powerful.**" Hunter Shields, Technical Lead, Trebro

Real Results: Time Saved, Teams Empowered

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- Trebro's internal teams, especially service techs and managers, have embraced the shift.

- What was once a bottleneck has become a streamlined, collaborative process that saves time, reduces frustration, and enables faster repairs in the field.

- Excitement at the company.

"ZEA took a nearly impossible task for one of our clients and delivered an amazing solution for their parts catalogs. It is the difference between night and day." Cliff Anderson, Client Solutions Manager, Almon.

Full-Machine Interactivity and Beyond

- Zea's powerful platform is capable of visualizing massive products fluidly in real-time, typically unheard of in a web-based 3D CAD engine.

- Trebro team working to bring full 3D models of its AutoStack 3 and TSR harvesters online with Zea.

"Zea's just fun to work with. It's solving real problems in real time, and that kind of progress gets people excited." Hunter Shields, Technical Lead, Trebro

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