



PRECISION TURF ROBOTICS NEWSLETTER

June 2026

Big news this month: FireFly Automatrix is now FireFly Robotics.

It's a name that reflects where we've been and, more importantly, where we're headed. As a Salt Lake City-based company, we're proud to be part of American innovation at a truly remarkable moment — our nation's 250th anniversary. This milestone reminds us that bold beginnings have always been part of the American story, and we couldn't be more excited to start this next chapter.

There's more to celebrate too: we've welcomed a new leader to our service department, and just released training videos for the all-new ProSlab IQ harvester software. Read on for customer highlights and a look at upcoming events. Thank you for being part of the journey with us.

Featured News & Articles

FireFly Automatrix becomes FireFly Robotics in strategic rebrand

Signaling a strategic focus and emphasis on our core identity as a robotics innovator, renaming to FireFly Robotics marks a new chapter in autonomous robotic solutions for turf management and beyond.

"We are, at our core, a robotics company," said Andrew Limpert, CEO. "Every innovation we've pursued — from operator-assisted autonomy to our Autonomous Mowing Platform (AMP) — has been in service of building smarter, more capable robotic systems. This name makes that mission unmistakable and fulfills the vision of pairing robotics and autonomy to serve the world's best golf courses, sports turf, and premium turf growers." [Read the article.](#)

Introducing Todd Litton as new VP of Service and Customer Operations



Todd will lead efforts focused on enhancing customer experience, scaling field operations, and supporting the continued growth of the company's robotic turf solutions. His commitment to building energetic, skilled, and customer-centric teams aligns closely with FireFly's mission to deliver best-in-class service and industry-leading autonomous technology. [Read the article.](#)

PROSLAB IQ

New Training Now Available for ProSlab IQ Harvester Software

ProSlab IQ™, the newest control software for our manned robotic slab harvesters, brings a more visual and intuitive layout while keeping the core functions operators already know. To help you get the most out of the upgrade, FireFly's CTO Steve Aposhian walks through what's new in a series of short training videos, paired with a printable Quick Guide for easy reference on the job.

[Access the Support Portal for Training Videos and Quick Guide here.](#)

Haven't registered for your free FireFly Support Portal account? [Sign up here.](#)

Interested in upgrading your harvester to ProSlab IQ? [Click here to get started.](#)

FireFly Social

News, Social Media, and More

From Five Workers to Two Machines: How Country Club of New Bedford Is Redefining Fairway Maintenance



What used to take five staff members and multiple machines can now be handled by two autonomous mowers in about four hours. At the Country Club of New Bedford in Massachusetts, Assistant Superintendent Walter Garcia explains how the club's new AMP mowers are reshaping the workday, freeing staff for other tasks rather than replacing them, as labor shortages continue to challenge the industry.

"We are having trouble finding people to work," he said. "So, I feel these machines are going to be incorporated more and more into golf courses, not because they're taking jobs away, but because it's getting harder to find people to hire." Read the full story from [Golfweek/The Standard-Times](#).

Hawaii's First: Kohanaiki Pairs Gold Certification with Electric Innovation

Kohanaiki, a private club on Hawaii's Kona Coast, just made history twice over — becoming the first course in the state to earn Audubon International's Gold Signature Sanctuary Certification, and the first in the Hawaiian Islands to deploy our AMP-L100 autonomous electric mower. Read on for how this stunning oceanside course is redefining what sustainable golf looks like. [Read the article.](#)



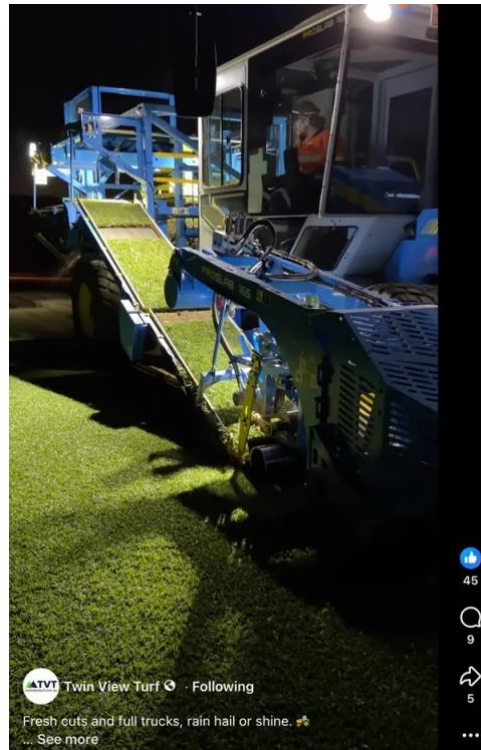
The Future of Fairways: Inside Concert Golf Partners' Robotic Mowing Strategy



From California's evolving emissions regulations to an industry-wide labor crunch, Concert Golf Partners is moving decisively toward autonomous mowers as a core part of its maintenance strategy — testing the technology across four courses nationwide. Senior Vice President of Agronomy Danny Gwyn is leading the company's adoption of this new technology. Read the full story from [Club + Resort Business.](#)

Behind the Scenes: Twin View Turf's Morning Harvest in Action

Rain or shine, getting turf from paddock to project site takes serious coordination. Twin View Turf in Queensland, Australia shared a behind-the-scenes look at their morning operations, featuring their ProSlab 165 manned robotic harvester leading the charge from cut to truck. Watch the full video [here](#).



UPCOMING EVENTS

Turfgrass Growers Association Demonstration Day

July 2, 2026
Kent, UK

Low Country GCSA 2026 Education Day

July 23, 2026
Bluffton, SC

Harvester Service Schools

We have a few more openings for our last three schools of the year. Secure your spot today!

- **July 12-16 Factory Experience + In-Depth ProSlab Training** (English) Salt Lake City, UT. Don't miss your chance to attend this 4 to 5 day, hands-on learning experience designed to equip operators and mechanics with the knowledge and practical skills necessary to safely operate, maintain, and troubleshoot FireFly ProSlab harvesters. Base and All-Inclusive packages available. Details [here](#).
- July 28-29 **ProSlab Training** (English) Jourdanton, TX
- July 30-31 **ProSlab Training** (Spanish) Jourdanton, TX