

# FIREFLY AUTOMATIX, INC.

## 2016 MEDIA KIT

### ABOUT FIREFLY AUTOMATIX, INC.

FireFly Automatrix, Inc. designs and manufactures automated agricultural harvest technologies that improve clients' productivity. Operating as FireFly Equipment, the AgTech group builds smart turf harvesters and parts at its factory in North Salt Lake, Utah. [Company history](#)

### MEDIA ASSETS

Click on thumbnails to download full resolution images.



Harvester video



FFA Logo



FFE Logo



FireFly Executives  
[TEAM Bios](#)



Harvester cab-side



Harvester conveyor



Harvester front



Harvester in factory



Turf on conveyor



Harvester in field

### NOTABLE MEDIA MENTIONS



**#1 Fastest Growing Company in Utah** "During a time when Utah continues to break all economic indicators as one of the hottest growth states in the country, we're very pleased to honor Firefly Automatrix, Inc. as this year's fastest growing company in Utah." [October 18, 2016](#)

## Design World

"..the entire engineering team at FireFly has decades of design, test, design for reliability and manufacturing process expertise, which has resulted in what is one of the most reliable products in agricultural equipment." [June 2016 issue](#)



"FireFly optimized the operator experience by integrating the latest computing technology into the harvester. Its Intelligent Digital Control system features an interface with a simplified design and intuitive controls to make machine operation as easy as possible." [April 2016 Cover Story](#)

[Full list of articles](#)

### CONNECT WITH FIREFLY

[fireflyequipment.com](http://fireflyequipment.com)



(801) 698-5128