

Mean Green Mowers Restarts Independent Operations, Slashes Order Backlog by Over 90%

Pioneering commercial electric mower brand centralizes manufacturing and customer support under one roof in Hamilton, Ohio ahead of Equip Exposition.

HAMILTON, Ohio — October 7, 2026 — Mean Green Mowers, the pioneer in commercial electric mowing founded in Ohio in 2009, today announced the completion of an extensive operational reset following its June 1 transition to private ownership.

In the four months since transitioning to an independent ownership group of industry veterans, investors, and company leadership, Mean Green has consolidated all operations back under one roof at its Hamilton, Ohio facility, eliminated more than 90 percent of legacy product backorders, and overhauled its parts and service pipeline.

Mean Green was founded by the Conrad family in 2009, introducing commercial-grade electric mowers to the market well before battery power was widely adopted across the green industry. After being acquired by Generac in 2020, operations expanded across multiple corporate divisions. The transition back to independent ownership recognizes that Mean Green's specialty commercial products and dealer network are best served by a nimble, focused, and hands-on operating team.

"We came home to Hamilton with one immediate priority: take care of our customers and dealers," said Matt Conrad, President of Mean Green Mowers. "Over the past four months, our entire team has been working side by side under one roof to fix what was broken, clear backorders, and get critical parts out the door. We are back to doing what we do best—building tough, commercial-grade electric machines backed by direct support from the people who designed them."

Key Operational Milestones Since June 1:

- **Centralized Operations:** Reunited parts, technical service, assembly, shipping, and executive management under one roof at the Hamilton, Ohio manufacturing facility.
- **Drastic Backlog Reduction:** Reduced outstanding product shipments and legacy backorders by more than 90 percent since June 1.
- **Same-Day Parts Goal:** Revamped fulfillment processes with the operational standard of processing and shipping every parts order the same day it is received.
- **Restored In-House Capabilities:** Resumed local fabrication and component manufacturing in Hamilton, reducing reliance on third-party supply chains and accelerating repair turnaround.

Looking forward, the company is executing a multi-horizon plan to rebuild dealer confidence, introduce upgraded component configurations, and launch digital tools including online parts lookup, interactive service manuals, and dealer ordering portals.

Mean Green will showcase its full commercial electric lineup—including zero-turn, stand-on, and autonomous platforms—at Equip Exposition in Louisville, Kentucky, October 20–23, 2026.

Dealers, landscape contractors, and municipal fleet managers are invited to meet leadership, explore the machines, and test equipment in the outdoor demo area.

About Mean Green Mowers

Mean Green Mowers is the pioneering American manufacturer of commercial electric mowing equipment. Founded by the Conrad family in 2009, the company engineers and builds commercial-grade zero-turn, stand-on, and autonomous electric mowers designed for all-day professional performance. All operations, manufacturing, and support are headquartered at the company's facility in Hamilton, Ohio. For more information, visit meangreenproducts.com.

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