



Hi there,

February brings several meaningful milestones and updates from the FireFly team. This month, we're proud to share our recognition as a 2026 Innovative Award winner from the Sports Field Management Association for the AMP platform, along with a closer look at how AMP is delivering real-world results at Childress Hall.

We're also recapping our time at the GCSAA Conference and Trade Show and introducing Mercury Reports for our harvester lineup to provide new insights that help managers and operators better understand and optimize machine performance.

Featured News & Articles

FireFly Automatrix Recognized with 2026 SFMA Innovative Award



FireFly has been recognized with a **2026 Innovative Award** from the Sports Field Management Association. This award highlights AMP's ability to deliver consistent turf quality, reduce operational strain on maintenance teams, and introduce a new standard for mowing in professional turf environments. The recognition reflects FireFly's continued focus on

practical innovation that helps turf managers achieve better results with greater efficiency.

For complete details, check out the full press release!

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Introducing Mercury Data Services, Part of FireLink for FireFly Harvesters



Turn data into smarter decisions with a Mercury™ subscription. These reports provide clear visibility into FireFly harvester performance, giving operators and managers actionable insights into machine usage, operating trends, and efficiency. Subscriptions include cellular connectivity for remote diagnostics and software updates, helping reduce downtime and minimize the need for on-site service visits.

For a full breakdown of costs and machine eligibility, click the link below!

[READ NOW](#)

Childress Hall elevates course management through autonomous innovation



At Childress Hall Golf Club, the FireFly AMP has become an integral part of daily course maintenance, helping the team deliver consistent playing

conditions while improving operational efficiency. By taking advantage of features such as exclusion zones and 50/50 mow patterns, the team has achieved reliable performance, reduced noise, and meaningful labor relief while maintaining their desired course aesthetic. Their experience demonstrates how AMP can successfully support high end golf course operations in real world conditions.

Check out the complete article!

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Upcoming Events

Come check us out at the following events!

TPI 2026 International Education Conference and Field Day

February 16 – 19, 2026

Tucson, AZ



[CLICK HERE TO FIND OUT WHAT TO EXPECT FROM US!](#)

Recent Events

2026 SFMA ANNUAL CONFERENCE & EXHIBITION

We were thrilled to participate in SFMA 2026, celebrating innovation in sports field management. It was a great opportunity to connect with turf professionals and showcase how FireFly technology is helping courses operate more efficiently.



SEE OUR HIGHLIGHTS



CHECK OUT OUR COVERAGE

2026 GCSAA Conference and Trade Show

FireFly was proud to join GCSAA 2026 in Orlando, engaging with golf course superintendents and demonstrating the latest in robotic mowers and automated harvester solutions.

Utah Manufacturing Association Day on the Hill

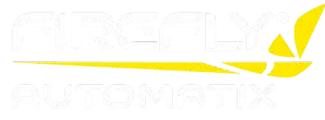
We enjoyed attending UMA Day on the Hill, hosted by the Utah Manufacturers Association, where we connected with state legislators and highlighted Utah's thriving manufacturing community.



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