

Pine Flakes Joins Combined Driver Chester Weber's Team of Sponsors

Ocala, FL (December 10, 2009) – Pine Flakes has joined forces with Combined Driver Chester Weber, becoming the latest sponsor to accompany Weber as he heads toward an unprecedented eighth USEF Four-In-Hand National Championship and the 2010 World Equestrian Games. Weber, a force to be reckoned with in the field of Four-In-Hand Combined Driving, became the first American to win an individual medal at the World Championships and his high-profile team includes the now-famous Jamaica, the 2008 USEF Horse of the Year.



Pine Flakes, a line of premium quality wood shavings manufactured from southern yellow pine grown in South Georgia, is excited to be on board with Weber. “Pine Flakes premium compressed bagged shavings are a product of superior quality and value. We choose to team with equestrians that consider quality bedding a major consideration when caring for their prized horses,” said Brad Collins, Partner/Sales Coordinator with Pine Flakes. “Chester Weber demands excellence in his endeavors and Pine Flake’s enthusiasm for producing premium bedding coincides with Chester’s demand for perfection.”

By using Pine Flakes, Weber’s horses will receive more volume per bag, providing the much-needed cushion that Pine Flakes shavings provide. “The shavings have zero by-product from furniture, cabinet or lumber mills. The triple screening alleviates nearly all dust allowing the horses to breath freely for a more healthy dust free environment,” Collins said.

The production of Pine Flakes begins by harvesting managed southern yellow pine with the industry’s highest quality equipment. The shavings are kiln dried in high heat -- killing 99% of germs, and increasing moisture absorption capacity. From shaving logs to bagging the final product, each step of production contributes to preserving product integrity and ultimately provides bedding that promotes optimum animal health. One bag of Custom Blend Pine Flakes fills a 12’x12’ stall an inch thick. In addition to Pine Flakes improving cushion for better support of horses’ joints, there is extremely low dust from Pine Flakes helping to maintain good respiratory health.

Weber is pleased to have Pine Flakes on board as he continues to take the Combined Driving world by storm. Weber began 2009 by being named a USEF Equestrian of Honor while his horse Jamaica was named the Horse of the Year. Weber went on to win every driving competition he entered, including breaking a record by becoming the first driver to win the USEF Four-In-Hand National Championship seven consecutive years in a row.

“I strive for excellence with my team, and Pine Flakes has the same belief in producing excellence,” Weber said. “That makes for a win-win partnership.”

For more information on Pine Flakes, visit their website at www.pineflakes.com.

Photo: Chester Weber and his Four-In-Hand Combined Driving team are now being sponsored by Pine Flakes, makers of a line of premium quality wood shavings manufactured from southern yellow pine grown in South Georgia. Weber is the seven-time USEF Four-In-Hand National Champion. (Photo courtesy of Live Oak Combined Driving)