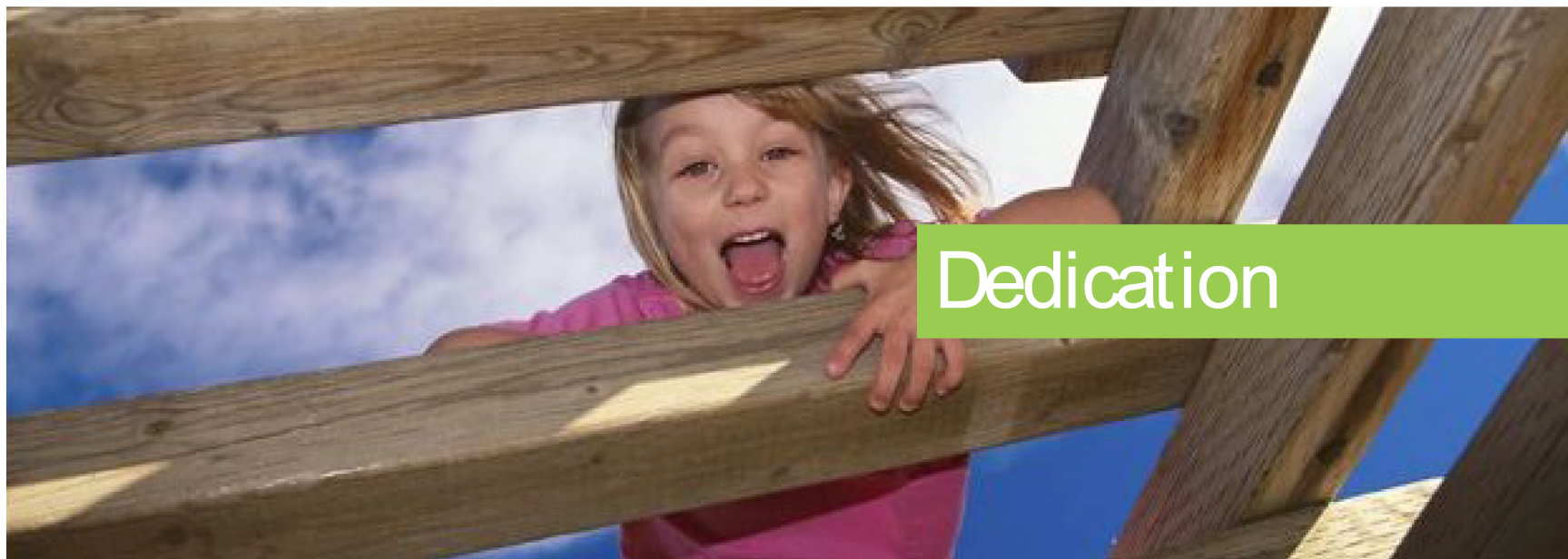


Warranty  
**8**  
years  
for professional grass





GardenGrass was introduced in 2003, based on the growing demand for synthetic turf products that were destined for recreational purposes and specific solutions rather than specifically for sports.

Based on the knowledge and extensive experience of several key people from the industry (GreenFields, TenCate and AstroTurf) a whole range of products have been developed to match these specific demands.

GardenGrass is being produced in the Netherlands by the Dutch based company GardenGrass bv, based on components that are being sourced in Europe and by Belgotex South Africa, a joint venture partner. This ensures top quality and short lead times for our partners.



All rights reserved, GardenGrass B.V. 2012





#### **Vision GARDEN GRASS**

“ Garden Grass believes that the world will find an much bigger need and desire to work with synthetic turf on landscaping applications. The key drivers for this trend are the increased importance of water management, the quality time spend (ease of use) with family and friends, the increased attention of cost control within companies and communities an the eve growing importance of a green CO2 friendly environment. Garden Grass wants to become a major player in this industry.

#### **Mission GARDEN GRASS**

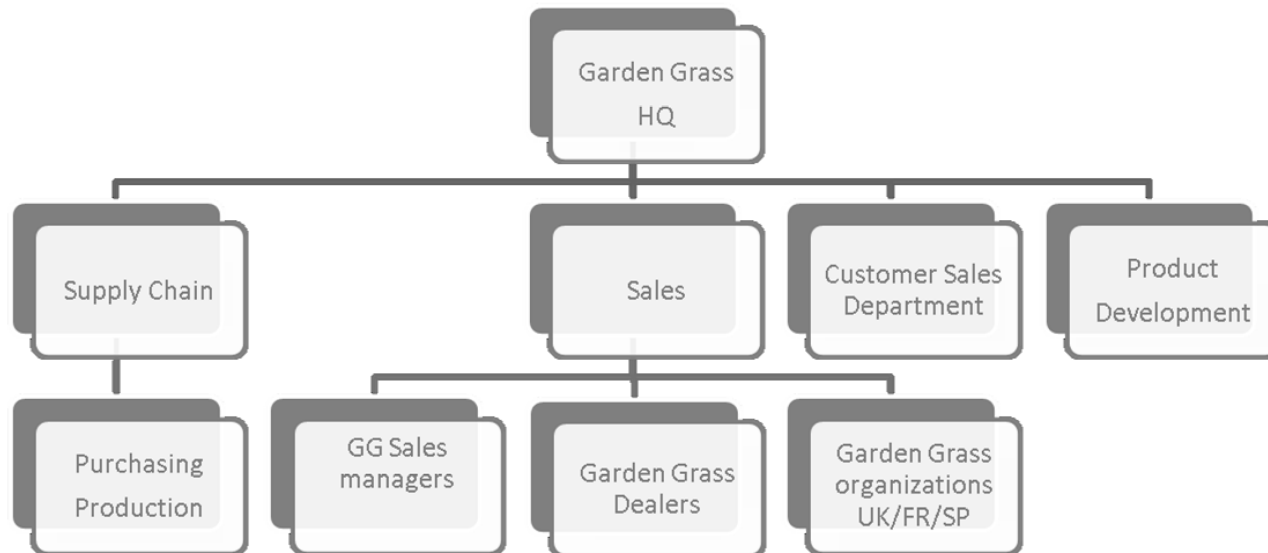
Garden Grass wants to in a position as the preferred supplier for high quality landscaping flooring concepts and related services, focusing on added value and achieving the highest customer experience.

GardenGrass will achieve this, through its innovation skills, flexible processes and most of all through our highly competent work force. Garden Grass has its own entities and has/creates solid partnerships all over the world . Hereby, Garden Grass focuses on a caring position towards the environment.



All rights reserved, GardenGrass B.V. 2012





All rights reserved, GardenGrass B.V. 2012





“ Garden Grass is one of the first specialized active in the synthetic turf industry. Having had the vision of developing a more user friendly and esthetic turf for landscaping purposes in people’s yards allowing to spend less than on maintaining and more time on enjoying their gardens, Garden Grass developed a strategy to set up a world wide network. Starting out in 2003 based on entrepreneurial spirit by people having a large experience in the industry form the synthetic sports side it has created a focus on landscaping

In 2006 the Garden Grass organizations in France and Spain. In 2006 the partner number equaled already over 30 partners worldwide dealing with Garden Grass products. Garden Grass is now the leading brand in Europe where natural look, quality, ease of use and health & safety are concerned.

**In 2009 the 1 millionth sqm was installed in the France by our own Garden Grass installation team.**

In 2011 GardenGrass started to work completely for themselves. GardenGrass now has his own financial, administration and production departments.

We’ve also included our companies Airlastic, C&F Design and TTS. GardenGrass is ready to grow further on!



All rights reserved, GardenGrass B.V. 2012





## Why deal with GardenGrass?

Wide product range

Choice for every landscaping application

European made

=> leading in safety

=> well clear within boundaries European REACH directive for lead / zinc and other hazardous materials

Value for money

High product quality and fair priced

Environmental CO2 reduced production



All rights reserved, GardenGrass B.V. 2012





The next trends result in a fast grow of GardenGrass:

People spending more money on gardens, comfort, beauty and well-being in general

In more families both parents work > less free-time, but still the desire for a perfectly manicured lawn !

An aging population with money to spend

A continuing increase in second homes

Changing climatological circumstances

Drinking water is getting more expensive

Overall acceptance of the product -> more natural and soft

Availability of the products is becoming better

Growth of synthetic grass in sports -> more people become familiar with the product leading to increased acceptance

The obsession of people to have everything under control, including the turf !



All rights reserved, GardenGrass B.V. 2012





## Market Segmentation

Each market segment has its' own approach and distribution.  
So far the key market segments we have identified are :

Home owners	Gardens, Swimming pools, (Roof-)terraces
Companies	At the entrance of companies or around buildings
Hotels	Roofs, Pool areas, Terraces, Indoor decoration, etc. (We can also supply Putting Greens !)
Municipalities	Round-a-bouts, Slopes, Along roads, Small Playgrounds, Event areas, etc.
Project developers	Mainly for second home developments
Architects	For a wide variety of projects / ideas...



All rights reserved, GardenGrass B.V. 2012







The fibers and backing are the key-components in the GardenGrass products. We therefore only purchase from established yarn producers that have a long history and are ISO- certified. All fibers are being checked on UV-Stability by the R&D Dept. of GardenGrass BV before being used in its' systems.

The tufting of the product is a precise job that requires the best tufting machines. The GardenGrass products are being tufted on brand new tufting machines and finally finished with a high-grade coating. All production takes place in the Netherlands according to the most stringent norms.



All rights reserved, GardenGrass B.V. 2012





The fibers we use in GardenGrass products have all been extensively tested in order to be UV stable up to 10 years ! Given the fact that most of our product is based on polyethylene as base material, GardenGrass is both soft and very UV resistant.

Most GardenGrass qualities will last for 10 to 15 years easily !



All rights reserved, GardenGrass B.V. 2012



## GardenGrass and the Environment

These measurements confirm that GardenGrass products, based on PE fibers, may be used anywhere and without any restrictions, even in the most sensitive areas. All European Norms are being respected !



All rights reserved, GardenGrass B.V. 2012





## Maintenance is essential and a must

Even the best natural turf will only show its best performance if it is professionally and regularly maintained. A lack of maintenance will inevitably decrease the playability and longevity causing the surface to deteriorate rapidly.

As maintenance is a key issue for the lifetime of a synthetic surface, GardenGrass has invested heavily in the development of tools, machinery, manuals and its own intranet system in an effort to provide clients with an array of options ensuring that best practices are carried out.



All rights reserved, GardenGrass B.V. 2012



## Product Range



GardenGrass  
Economy C



GardenGrass  
Multi



GardenGrass  
Luna



GardenGrass  
Sol Plus



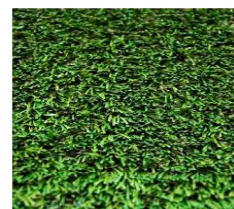
GardenGrass  
Comfort



GardenGrass  
Terrazzo



GardenGrass  
Omneo



GardenGrass  
Maestro



GardenGrass  
Natural Plus

We recommend to fill these products with 6 till 20 kg Quartz Sand per m2



All rights reserved, GardenGrass B.V. 2012



## Product Range

Our products are packed as rolls of 25m long and 4m width.

For a small surcharge we can also supply rolls on 2 meter width.

Deviating roll sized can be delivered in consideration.



All rights reserved, GardenGrass B.V. 2012



## Product Range - Infill



For the sand infill you can not use just any sand, as sharp sand may damage the fiber, leading to a reduced lifespan of the product.

We therefore recommend round and dried (river-)sand (0.3 – 1 mm)

This sand can be delivered by GardenGrass.



All rights reserved, GardenGrass B.V. 2012



## Product Range – Glue & Tape



Whenever you work with larger surfaces, it will be necessary to glue joints together.  
Therefore GardenGrass also supplies:

- Seaming Tape (for the joints – 10m1 per roll)
- 2-component Glue (3,3kg per can)



All rights reserved, GardenGrass B.V. 2012





## GardenGrass Shockpads



GardenGrass supplies high-end shock pads for artificial turf systems.  
For landscaping purpose we supply 4 types of shock pads:

1. Airlastic Comfort Foam in 8mm (XC 050 008)
2. Airlastic High Comfort Foam in 12mm (XC 050 012)
3. Airlastic Shock pad XCX 3040 in 40mm
4. Airlastic Shock pad XCX 3060 in 60mm

Airlastic products are simple and fast installable products and remain due to the patented X-cut design during and after installation completely flat. Because of these cuts excellent drainage properties are guaranteed so it can be used for the replacement of natural turf in the garden but can also be installed on your (roof) terrace to soften the stone/concrete surface.

The foam provides a comfortable and natural cushioning. This will not only assure safety for you and your kids but also prevent the turf to flatten by everyday use. Because of the cushioning, shock absorbing function of the shock pad, the fiber is being supported to come up again and stay in its original upright position. The product has a closed-cell structure in order to prevent it from absorbing water and to avoid a so-called sponge-effect.

GardenGrass products in combination with Airlastic Shock pad products has officially been tested and certified by TÜV Netherlands for fall safety. The certified falling heights vary from 1,7m to 2,7m. Whether it's just one swing or a complete playground, we can provide for each purpose and falling height the right product.



All rights reserved, GardenGrass B.V. 2012



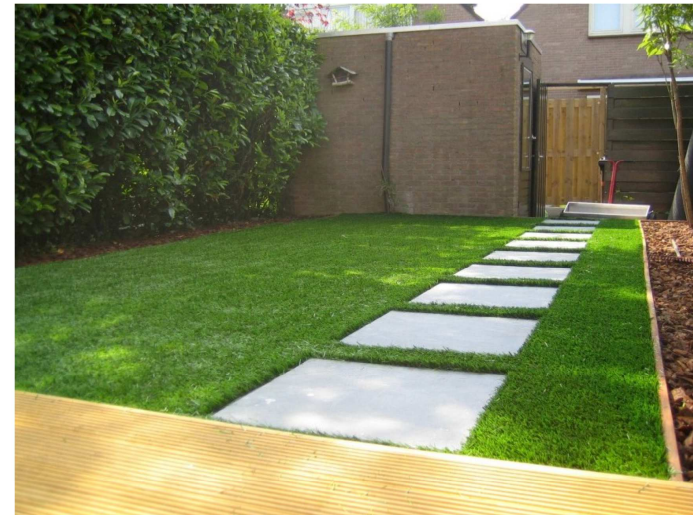
## Airlastic Comfort Foam



Applied here: XC 050 008



Directly on top the artificial turf is being installed  
The result: a comfortable and safe lawn!



The Airlastic Comfort Foam is installed on  
a levelled and compacted sand foundation



All rights reserved, GardenGrass B.V. 2012





## Airlastic Shockpads

Product Combination	Critical Falling Height	Product Combination	Critical Falling Height	Product Combination	Critical Falling Height	Product Combination	Critical Falling Height
Comfort & Airlastic XC 050 008	0,5m	Natural Plus & Airlastic XC 050 008	0,5m	Terrazzo & Airlastic XC 050 008	N/A	Omneo & Airlastic XC 050 008	N/A
Comfort & Airlastic XC 050 012	0,9m	Natural Plus & Airlastic XC 050 012	0,9m	Terrazzo & Airlastic XC 050 012	0,8m	Omneo & Airlastic XC 050 012	0,8m
Comfort & Airlastic Shockpad 3040	??	Natural Plus & Airlastic Shockpad 3040	??	Terrazzo & Airlastic Shockpad 3040	??	Omneo & Airlastic Shockpad 3040	??
Comfort & Airlastic Shockpad 3060	??	Natural Plus & Airlastic Shockpad 3060	??	Terrazzo & Airlastic Shockpad 3060	??	Omneo & Airlastic Shockpad 3060	??



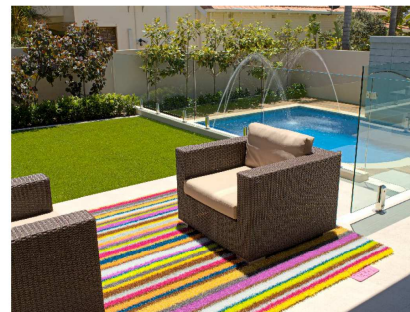
All rights reserved, GardenGrass B.V. 2012



## C&F Design



Colored artificial turf which is ideal for purposes like paying grounds, school areas and Multisport pitches



Colored carpets in bright and natural tints which can be used under a garden table and chairs set up for the higher segment of the market



All rights reserved, GardenGrass B.V. 2012



