



Top: At Durham Athletic Park (DAP), Terracover II is locked down to the Terratile system.

Centre: First install at DAP for the September 19-20 Durham Blues Festival — showing how the Terracover II drivable cover system is 'locked' into the Terratile natural grass cover system.

Bottom: Terracover II installation is completed with stage set-up in place at DAP.

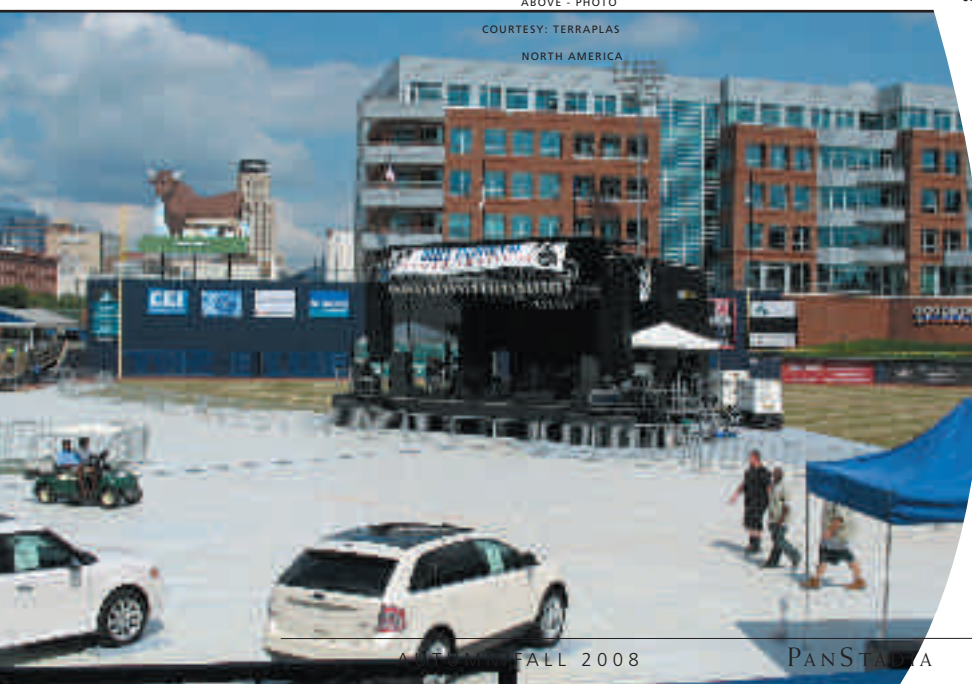
COVER

Durham (NC) Athletic Park is the newest venue to benefit from the expanding product line offered by Terraplas plc. Feature writer, Steve Traiman, highlights the install and updates us regarding the company's growing portfolio of ice and turf protection products.



ABOVE - PHOTO

COURTESY: TERRAPLAS
NORTH AMERICA



Since Terraplas — the original protective system for natural turf — was first introduced in 1991 by UK-based Terraplas plc, headed by Chairman Robert Else, the company's portfolio of proven turf and ice protection products has expanded to include a broad range of affordable options for any ballpark, stadium or arena budget (see sidebar on p120).

Terraplas North America was established in 1994 with Michael Beane as CEO in Kilgore, Texas. The subsidiary has been extremely aggressive, not only in sales of the Terraplas range to stadia and arenas across the US and Canada, but also in launching a very successful USA Rentals program, through which owners rent out their systems to other venues for various non-sports events and share in the revenue.

Terracover II offered total protection for the Durham Blues Festival crowd, stage and concession tents.

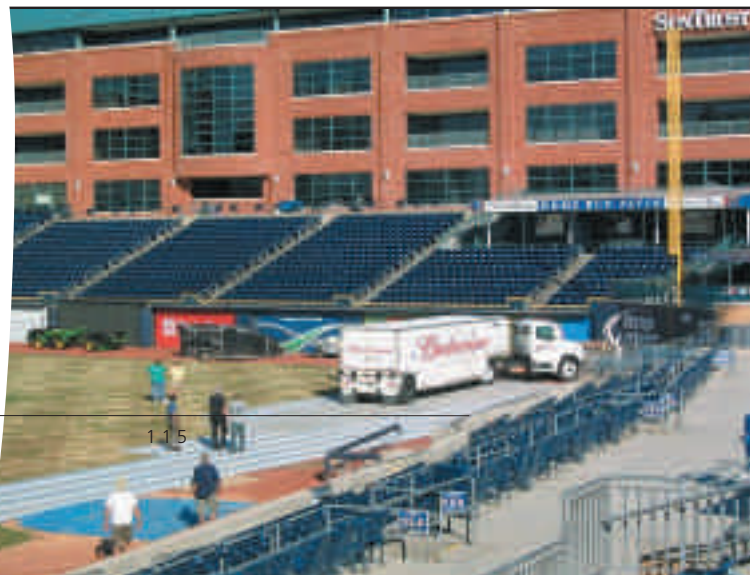
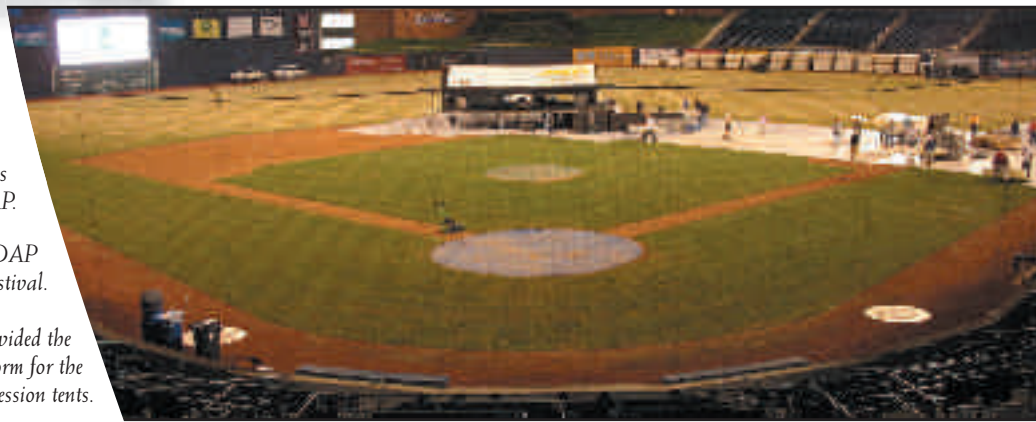
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Right: Preparations underway for the annual Durham Blues Festival at DAP.


Below right: The infield at DAP after the Durham Blues Festival.

Bottom right: Terracover II provided the access roadway and platform for the mobile stage and various concession tents.



Among the more significant recent N.A. sales, the City of Durham, North Carolina, purchased 60,000sqft of Terratile and 10,000sqft of Terracover II for around US\$650,000, as Beth Emerson, City Project Management Division Manager confirmed: "We see this as a significant add-on to the current US\$6m renovation project for the 'old' Durham Bulls Stadium — which was the locale for the hit movie 'Bull Durham' — and is now the Durham Athletic Park (DAP).

"Our Terraplas system got immediate use this September 19-20 for our annual Durham Blues Festival, and the follow-up World Beer Festival, October 4-5, both of which were held at the newer Bulls Ballpark due to the ongoing renovation.

Emerson added: "With the added opportunity of a continuing return on investment through the Terraplas USA Rentals program, with rentals to other ballparks and stadiums, we consider it an excellent deal. The Durham rentals program is administered by Rukea 

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— Beth Emerson, City Project Management Division Manager, speaking about their purchase of Terraplas.

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Womack, Acting City Recreation Manager.”

New Stadium, New Facilities, New Turf Protection System

Emerson further advised: “Most of the funding for the DAP renovation and the Terraplas purchase came from a 2005 municipal bond issue. With plans by Boston architect D’Agostino Izzo Quirk, the project will be completed for the spring 2009 baseball season. We’re putting in a state-of-the-art, sand-based, athletic field, new clubhouses, restrooms and renovated concession areas, plus 400 new seats for a total 2,000 fixed seats and added lawn seating,”

“Since the AAA Bulls — top affiliate of the American League champion Tampa Bay Rays — play next door, we won’t have another minor league team, but Minor League Baseball Inc. will operate the facility for the City, and will use it as a training facility for their 160 teams. It will also be home field for North Carolina Central University in Durham and the Durham School of the Arts magnet high school, for City Parks & Recreation league play, plus festivals and other special events,” Emerson confirmed.

The DAP is currently under renovation, so the Blues Festival and the World Beer Festival were both held in the new Bulls stadium. For the Blues Festival, Terracover II provided the access roadway and platform for the mobile stage and various concession tents. The stage was set at the location of second base and the Terratile natural grass cover system was ‘locked’ into the Terracover II. This covered the complete infield grass, all the way in to the 1st and 3rd base dugouts.

Durham Bulls Turf Manager, Scott Strickland, used the coverage time of three days to accomplish another task — just prior to the installation of the Terratile, he had the field grass cut short, aerated and over-seeded. He explained: “We used the ‘greenhouse’ effect of the Terratile to accelerate rehabilitation of the infield grass and speed up our preparation for the winter ahead. The results were spectacular. The infield and the aprons around the infield looked great after being covered for three days.”

Terraplas USA Rentals Program

The Terraplas USA Rentals program, which was launched in 1994, has been a great bonus for stadia and ballparks, as Michael Beane explained: “Stadia, management groups, and municipalities that have purchased Terraplas products agree to become a part of the Terraplas USA Rentals associates program. This allows them to rent their products through our Terraplas USA Rental Network, which handles all aspects of the rental. In essence, the owners of our products make money, while it’s actually Terraplas USA Rentals that does all of the work.

“A number of owners have earned the full purchase price of their cover system through the rental program, which then provides a continuing additional revenue stream year after year.”

More than fifty rentals by other venues are either already completed or confirmed for this current year, with examples including: 40,000sqft of Terracover from Tropicana Field in St. Petersburg, Florida — home of the MLB American League champion Tampa Bay Rays — was rented by Ford Field in Detroit for the March 27-30 NCAA Men’s Basketball Final Four Regional Tournament; and 30,000sqft of Terraflor from Pizza Hut Park in Frisco, Texas, was used by the MLB Arizona Diamondbacks for a March 27 charity event at Chase Field in Phoenix.



Randwick Racecourse in Sydney, Australia, was the venue for the "World Youth Day" event held in July 2008, where Terraplas was used to protect the racecourse from the 400,000+ pilgrims and the 'Popemobile' when Pope Benedict XVI attended to host a midnight mass.

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In addition, 75,350sqft of Terraplas from Atlanta's Turner Field was used by the Washington (DC) Nationals Ballpark for Pope Benedict XVI's visit April 17, and 19,000sqft from Giants Stadium, East Rutherford, New Jersey, was used for the Pope's April 20 appearance at New York's Yankee Stadium. Home Depot Center in Carson, California — home of the MLS's LA Galaxy — rented 25,000sqft of Terraflor from MMP for a May 3 boxing match; the University of Colorado's May 9 graduation at Boulder's Folsom Field used 78,250sqft of Terraplas from Denver's Invesco Field at Mile High; West Chester (PA) University's May 10 graduation in Farrel Stadium rented 35,000sqft of Terraplas from Toyota ➤

The new Terratrak temporary roadway was supplied to Wembley National Stadium in the UK for building stages when the venue hosts concerts etc., which complements its full Terraflor system.



Turf & Ice Protection Products from Terraplas

- TERRAPLAS: (the Original) for Natural Turf, introduced 1991
- TERRACOVER-ICE: conversion cover for multi-purpose Ice Arenas, introduced 2000
- TERRAFLOR: for Natural Turf, 2nd Generation, introduced 2003
- TERRALITE: for Artificial Turf, Indoor & Outdoor (Mid range), introduced 2007
- TERRATILE: for Natural & Artificial Turf (Mid range), introduced 2007
- TERRACOVER II-X: for Artificial Turf, 2nd Generation, introduced 2008
- TERRATRAK: driveable roadway for Natural & Artificial Turf, introduced 2008
- TERRASNAP: for Natural & Artificial Turf (Budget range), introduced 2008
- TERRAROLL: for Natural & Artificial Turf (Budget range), introduced 2008

Park in Bridgeview, Illinois; and the Democratic National Committee rented Denver's complete Terraplas system for Senator Barack Obama's acceptance speech, August 24, at Invesco Field at Mile High.

For country superstar's Kenny Chesny's spring/summer concert tour, multiple venues shared the Terraplas rental revenue. The kick-off concert held on April 26 at the University of South Carolina Stadium, Columbia, used 82,000sqft of Terraplas from Turn-



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er Field, which also supplied the covering at Baltimore's M&T Bank Stadium, May 10, and Cleveland Browns Stadium, May 24; 84,000sqft of Terraflor from Home Depot Center was used by San Francisco's AT&T Park, June 8; Pittsburgh's Heinz Field got 32,550sqft from Invesco Field and 54,250sqft from SMG's joint venture system, stored at Chicago's Soldier Field, June 14; Turner Field, Atlanta, used its own 80,000sqft of Terracover, July 13; Gillette Stadium, Foxboro, MA, got 30,000sqft of Terraplas from Edinburg, Texas, July 26; and Detroit's Ford Field rented 80,000sqft of Terracover from the RCA Dome, Indianapolis, August 2 — now used by the new Lucas Oil Stadium.

The rentals program is also expanding to South America, with approximately 70,000sqft of Terraplas from Terraplas USA Rentals going to Colombia, December 1-15, for events in Medellin, Cali and Bogota.

Continuing Global Expansion

"Since its inception in 1991, Terraplas plc has been extremely successful," commented Terraplas Chairman, Robert Else. He continued: "With the last twelve months having been the best year ever for international sales.

"Not only has Terraplas supplied numerous clients in the US and Canada, but we've also sold considerable quantities of protection covers around the world."

Examples of Terraplas' worldwide sales in 2008 include:

- ◆ Randwick Racecourse in Sydney, Australia, was the venue for the "World Youth Day" event in July 2008. Terraplas was used to protect the racecourse from the more than

400,000 pilgrims and the 'Popemobile' when Pope Benedict XVI attended to host a midnight mass.

- ◆ The new Terratrak temporary roadway was supplied to Wembley National Stadium in the UK for the building of stages when the venue hosts concerts, to complement their full Terraflor system.
- ◆ Prominent rental companies, Italstage Company srl from Naples, Italy, and Roadrunner Concert Service of Hoboken, Belgium, both made considerable investments in Terraplas products to address the requirements of their local event markets.
- ◆ Cairo International Stadium took delivery of their full Terraplas system in time to use it at the Opening Ceremony for the 11th Pan Arab Games.
- ◆ Astana Stadium in Kazakhstan decided on Terracover II turf protection for their artificial turf field.

Terraplas plc's worldwide reputation has been further enhanced this year with an increase to thirteen Terracover ice cover systems sold into Russia, with Hungary's Kaposztasmegyeri Ice Center and Hong Kong District Leisure Services following Russia's lead with investments in new Terraplas products.

Robert Else further noted: "The growth of Terraplas over the years, and in particular over the past twelve months, demonstrates how vital our Continuous Product Development policy is, and justifies our considerable investment in this aspect of the business.

"The introduction of the new Terratrak Temporary Roadway system and a 'Budget Range' of Terraroll temporary flooring for natural and artificial turf earlier this year, in addition to the very positive responses received to both these new products from the venue industry, can only see Terraplas plc going from strength to strength." ★

The latest Terraroll budget turf covering product was launched at IAAM 2008 in Anaheim, CA, USA this July.