



PUTTING THE FIELD TO WORK

Terraplas PLC's worldwide product sales experienced exponential growth in 2012, with MLB Miami Marlins being one of the many clubs capitalising on their ROI opportunities.



Marlins Ballpark has invested in a protective turf cover to pursue non-sports events, corporate events and the rental market.

Terraplas' full spectrum of proven turf and ice protection products continues to grow apace, with more stadiums and arenas investing in their extensive product range, as UK-based Chairman, Robert Else, and J. Michael Beane, President, Terraplas USA outline.

"Our product line has expanded to include a range of affordable options for stadiums, arenas, ballparks and racecourses," emphasises Beane. *"Since the sales business of Terraplas North America and the rental business of Terraplas USA Rentals were combined within 'Terraplas USA Inc (TUSA)' in 2009, our Rental Network has continued to grow, with the opportunity for venues to join the Network and make their Terraplas products available to other venues, offering them a future ROI.*

“The largest growth area is the college graduation market, where a number of colleges are opting to hold their graduations in their football stadiums, so attendance by family and friends is not limited.”



Beane continues: *"The addition of terratrak plus drivable roadway has been the greatest asset to the rental business. This product is made of the same HDPE material as Terraplas, therefore the grass has a much better opportunity to return to 'normal' faster than it does with any other system on the market."*

Recent North American sales include: BC Place, Vancouver; Georgia Dome; Marlins Park; entertainment staging industry leader Mountain Productions; Busch Stadium; and Citizens Bank Park.

Kicking off 2013 in the USA are Northern Arizona University; and Kennesaw (GA) State University.

Terraplas products protect the pitch in Donbass Arena, one of the key UEFA Euro 2012 stadiums.

Covermaster – one of the key Distributors – Vice President, Ken Curry notes:

“We started working with Terraplas plc/TUSA in 2007 and recent installs include Marlins Park, Busch Stadium, BC Place, Georgia Dome and Commonwealth Stadium for CFL Edmonton (Alberta) Eskimos FC; 2013 looks buoyant.”

Last April, a new chapter began in the history of the renamed MLB Miami Marlins, as they played their first game in their new 37,000-capacity, US\$515m Marlins Park, which has a number of unique features, including a retractable roof, operable outfield glass panels that open toward downtown, and a natural grass field.

“The natural grass and the field were installed by Valley Crest in February 2012,” states Claude Delorme, Marlins Executive Vice President, Operations and Events. “For the new season we’re changing the entire surface, using Paspalum Platinum Plus for the infield and Tiff 419 for the outfield.”

“From the start we planned to invest in a protective turf cover that would give us the most flexibility to pursue non-sports events and a good opportunity to go after corporate events. This would be a captive market for events from 400 to around 40,000, giving us an opportunity to serve more F&B from our concessionaire partner, Levy Restaurants.”

Steve Ethier, Marlins Vice President of Operations adds, “We visited a number of trade shows and found the Terraplas product line to be leading the market. It also responded well to our goal of

getting trade shows that would occupy our 120,000 square feet field area.”

Delorme continues, “We wanted the opportunity to achieve optimal use for our non-sports events and also from a storage perspective, as a member of the Rental Network, to have it used at other venues and recoup the investment in a few years.”

“We acquired 77,000 square feet of terratrak-WF (With Feet) and 30,000 square feet of terratrak plus (Drivable), and our first rental was to Bank of America Stadium for the August 2012 Democratic National Convention. We anticipate rentals to Miami-based music festivals, events on the beach, and to major stadiums from South Florida to other Southeastern states.”

Mardi Dilger, Marlins Park Ticket Operations Director comments:

“We want to be able to give this market a more flexible amount of events and our Terraplas products give us the ability to book more varied non-sports events, knowing that our significant field turf investment will be fully protected.”

Delorme notes: “Our first use of Terraplas was in March 2012, when we used around 20,000 square feet for the Beacon Council awards reception for 700 people, and we used over 60,000 square feet for the Buddies fundraiser event in November, for 1,500 in a more formal, gala set-up for a VIP crowd. Once we start doing consumer and trade shows that have most of the field covered, it will give us even more flexibility.

“The first big test will be a full use of all our terratrak-WF and terratrak plus for the Joel Osteen America’s Night of Hope on 20 April, for which we’re expecting more than 37,000. With negotiations underway for several trade shows, concerts, and more community and corporate events, as well as the continuing opportunities for additional Rental Network activity, we are positive that our Terraplas investment will pay off.”

In addition to solid North American business, Chairman Robert Else advises: “Terraplas plc was the sole supplier of turf protection to the 2010 FIFA World Cup and UEFA’s EURO 2012 stadiums. Sales of turf and ice protection covers continue to grow in all global markets, bolstered by our newest products. Interest from stadiums hosting 2014 FIFA World Cup and UEFA EURO 2016 is increasing, and looking likely to follow the pattern of previous competitions, thanks to the positive experiences of the mega sporting events.

“The huge investment in the new stadiums required to hold these competitions necessitates the inclusion of many non-sporting events to balance the books. Therefore, it is essential for stadiums to purchase turf protection to protect their most valuable asset - their turf!” ■

For further information on Terraplas, please visit: www.terrapias.com