

REVENUE GENERATOR



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Terraplas first pioneered the concept of 'Turf Protection' more than 25 years ago and has remained the market-leader to this day. Offering a comprehensive range of products to suit any environment and accommodate varying budgets, Terraplas explains how it has a product to suit any client.

When Terraplas was first established in 1990 by Robert Else, this fledgling company worked closely with professionals at **Wembley Stadium** to develop the original terraplas® product, which was designed to address the specific needs of stadia wishing to host sporting events and concerts in quick succession, all while maintaining their 'hallowed turf'.

Wembley's original terraplas® system was sold to a rental company when the stadium was demolished for rebuilding and is still in use today – a true demonstration of the longevity of Terraplas products.

Today, the reputation of Terraplas is self-evident, as Else confirmed: *"The name Terraplas is synonymous with Turf Protection and has become the generic term – like Hoover is to vacuum cleaners and Google is to search engines. Almost all of the world's multi-purpose national stadiums have chosen Terraplas and the quality of our products is evident in their continual outstanding performance and proven lifespan. Virtually every system that Terraplas has sold in its 25+ years is still in use today."*

In regards to the process of materials, effective costing and practical manufacturing, Else explained: *"The cost of a system is not limited to the initial purchase price; all ongoing costs must be considered, especially for large-scale venues like stadia. For example, all Terraplas' tiles are pre-assembled in*

panels, made to an optimum size that can be handled by two people for fitting and lifting, whilst also covering as much area as possible with each panel. This means that compared to fitting single tiles, Terraplas can cover around 4m² with each panel, depending on which product, making fitting and lifting around four times faster. Knowing that the product has a long lifespan also means clients don't have to go through the extensive process of researching a new system every couple of years. Nor, do they need to replace broken panels under normal usage of the system."

DELIVERING A RETURN ON INVESTMENT

Terraplas' products, made from translucent high-density polyethylene (HDPE), can also be found in an increasing number of arenas, the range having diversified to incorporate different panel types suitable for a variety of functions. terracover-ICE®, as the name suggests, has been designed as an ice conversion system and enables arenas to be truly multifunctional, able to support ice hockey, basketball games and concerts all in quick succession, delivering a significant ROI.

In addition, the terratrak® family of products is Terraplas' strongest flooring combination solution. The full four-inch overlap between each panel does away with fragile joining loops, also incorporating a series of locating bosses.

This design, as well as giving unrivalled strength, acts as a barrier to stop liquids from penetrating to the grass, ensuring no damage to the turf below.

Terraplas' attention to detail and experience in this specialised market is second to none, with each system configured to the client's particular needs, as Else confirmed: *"Terraplas fully understands the challenges that stadiums face on a daily basis. We have extensive knowledge of how turf protection systems and quality turf interact with one another. We are able to provide guidance and support to the Groundsmen who need to maintain their playing surfaces, whilst the venue has the opportunity to raise considerable additional revenue from concerts and other events. It is a well-established fact that concerts can generate at least twice as much revenue as sports events, so it's vital that stadiums have access to the best turf protection possible to be able to address both aspects without detriment to either."*

Owing to their successes over the last 25 years, Terraplas is now a valued part of the internationally-renowned **Checkers Safety Group**; whose recent acquisitions means their portfolio encompasses not only their own extensive range of safety products, but also a huge variety of heavy-duty outdoor matting products, with the prestigious range of Terraplas quality turf protection products taking pride of place. ■