

# PROTECTING YOUR ASSETS

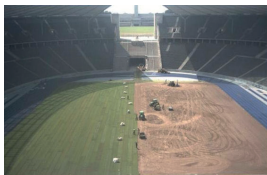
Terraplas has been at the forefront of providing pitch protection systems since it was launched in 1991.

**“U2 pay €90,000 towards Berlin’s Olympic Stadium pitch replacement” – BBC News**

**“Brutal: Heavy rain. Metallica concert tears up Comerica Park outfield grass” – Detroit Free Press**

Headlines like these are all too common, and unnecessary! The use of a proper Turf Protection system avoids such consequences.

The concept of ‘Turf Protection’ started back in 1991 and since then the market has developed into



*Berlin Olympic Stadium*

a huge opportunity. This has resulted in more and more companies wanting to ‘get a slice of the pie’, trying to develop comparative products to play a part in this now highly competitive market.

The pioneering research and design involved in producing a quality product, to match the importance of the playing surfaces it is engineered to protect, is no simple matter. It is relatively easy to produce a product, the challenge comes when it has to perform in a plethora of climates globally.

Since 1991, **Terraplas** the world’s first true Turf Protection system has been sold extensively around the Globe and has performed exceptionally in every type of weather that mother nature has thrown at it!

## KEY ASPECTS

There are some vitally important aspects that make a Turf Protection system really work:

- ▶ The material it is manufactured from must be ‘truly’ translucent, to

allow sufficient light to pass through it, ensuring that the grass keeps on growing;

- ▶ It must have air holes so that the grass can breathe under the fitted tiles. The holes need to be designed such that they restrict nasty fluids from leaking through, which would harm the grass;
- ▶ The product should be designed to make sure that the ribs are strong, but are fabricated such that they do not cut into the grass –killing the blades and roots and leaving ugly incisions in the turf.
- ▶ It is essential that the product is strong enough to last for a minimum of 20 years, making it a very cost-effective solution.

## REVENUE GENERATION

It would be all too easy for a facility to look at these headlines and decide that *“non-sporting events are not for us as we don’t want to risk the hassle and expense of turf replacement after an event”*.

However, this is not a feasible thought process, as modern venues have no choice – they **HAVE** to make the maximum use

of the Stadium/Arena to generate the considerable revenue needed to maintain the highest overall standards throughout the facility.

It is a well known fact that income from non-sporting events is invariably at least double that of a sports match – but don’t make the mistake of having to spend those funds on pitch replacement!

The use of a proper, proven, true ‘Turf Protection system’ is imperative to elude those nasty headlines.

The right choice will provide you with a playable surface within a couple of days of a high profile non-sports event with all of the revenue that it brings, making selection of the very best quality system a highly worthwhile, long term investment. ■



*Comerica Park*