

# FIELD<sup>®</sup>turf

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## SURELOCK<sup>™</sup>

**FIELDTURF'S SURELOCK<sup>™</sup> COATING TECHNOLOGY  
SETS INDUSTRY STANDARD WITH 9 lb TUFT BIND**



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In our efforts towards continuously improving the quality and playability of the FieldTurf product, one of the areas we began to focus on was the coating process. Our objective was to significantly increase "tuft bind" strength which is integrally associated with the coating process. FieldTurf's in-house coating process has led to the creation of the company's SureLock Coating Technology, whereby FieldTurf guarantees the strength of the fibers and their attachment to the backing material.

Tuft bind is the strength of the attachment of the yarn to the backing material of the turf and is measured in lbs/force. It is defined and tested by ASTM D1338 - Standard Test Method for Tuft Bind of Pile Yarn Floor Covering.

***It is important to note that superior tuft bind is mainly achieved by two elements:***

***Strong Fiber + SureLock<sup>™</sup> Coating  
= Solid Tuft Bind***

Unique and exclusive to the world leader in artificial turf, FieldTurf's fibers have been built to last and are the only fibers in the industry to have withstood the test of time. Combined with the SureLock Coating Technology, the strength of FieldTurf's fibers are unrivaled in the industry.

Unfortunately, there was not a current supplier in the industry, in our opinion, capable of achieving the quality, consistency and functionality of our desired technological improvements. As a result, we elected to take matters into our own hands and develop a state-of-the-art coating line that is at the heart of our brand new 500,000 square foot manufacturing facility where we tuft and coat our turf systems. Since we began coating our own product, we have been able to deliver consistent tuft bind strength unequalled by anyone in the industry!

This latest technological advancement speaks to the fact that FieldTurf continues to lead the way towards true innovation and complete quality control, resulting in more durable and higher quality artificial turf field construction. What has come out of these recent advancements is the industry's highest tuft bind standard of 9 lbs. This has set another benchmark for all others in the artificial turf industry.

### ***How does FieldTurf achieve superior results?***

There are other turf products in the industry that randomly achieve a 9 lb tuft bind – but no other manufacturer other than FieldTurf can consistently



*FieldTurf's state-of-the-art coating line.*



*Advanced coating technology ensures 9 lb tuft bind.*



*FieldTurf's 500,000+ sq. ft. manufacturing facility.*



*SureLock coating provides unparalleled tuft bind as well as consistency in creating distinct drainage channels.*

specify a tuft bind of 9 lbs. FieldTurf is the only artificial turf company in the world to GUARANTEE the performance properties of the turf it produces.

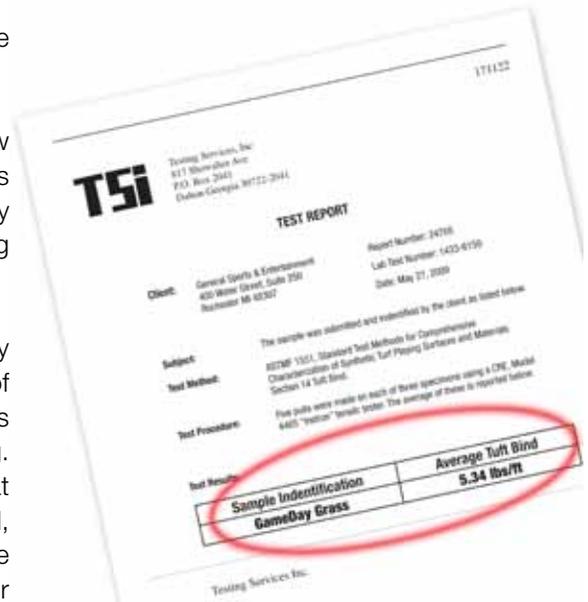
To the right is an example of a competitive turf product that falls well below the new consistent threshold of 9 lbs/force. In fact, the company that coats this product also coats for the vast majority of turf vendors in the industry who cannot make the investment in coating their own product and ensuring accurate results.

Owning and operating a coating line ensures that the fibers are all properly locked into the backing material. It also guarantees that the right amount of coating is applied on the backing at all times. A patented FieldTurf process ensures that only the rows of fibers are coated and not the entire backing. This creates clear and consistent drainage channels in order to ensure that liquids drain very quickly through the turf. After FieldTurf's backing is coated, it remains 40% porous, whereas all other turf products in the industry are forced to coat the entire backing material and randomly punch holes in their backing with no consistency or attention to quality. This often weakens fiber strength and tuft bind while resulting in approximately 5% porosity and very unpredictable drainage.

## How does a 9 lb tuft bind make my field better?

One of the most important elements of an artificial turf field is the ability for the fiber to stay locked in place over its lifetime. After all, who wants a field that sheds its grass-like fibers easily? The higher the tuft bind measurement, the more secure the artificial turf fiber is to the backing. Solid tuft bind characteristics are especially important during the installation of a field as it makes inlaying lines, hash marks, and logos easier and more efficient. Combined with FieldTurf's patented layered infill system comprised of 9 lbs of sand/rubber per square foot, a FieldTurf field is the safest investment for your organization and without a doubt the most durable synthetic turf product in the marketplace. The new 9 lb tuft bind guarantee only enhances the durability and performance characteristics of the world's most trusted brand of artificial turf.

This is all made possible by FieldTurf's commitment to quality control and ensuring nothing is left to third parties and nothing is left to chance. At FieldTurf, all phases of the manufacturing and testing processes happen under one roof. This results in significant time savings for FieldTurf customers and ensures timely delivery of the custom turf rolls. Once the rolls are delivered, a certified FieldTurf installation crew will install the field to exact specifications and quality standards. FieldTurf's relationship with its customers does not end there. The company boasts the industry's best and largest network of service and maintenance crews along with an after-sales department that is second to none.



Each roll of turf is tested to ensure the required 9 lb tuft bind



Other systems like the one shown here typically average in the neighborhood of 5- 7 lbs/force on their tuft bind tests

**Why can't others consistently achieve this level of tuft bind?**

Virtually all other turf companies outsource the coating and tufting processes which represent the two most important aspects of manufacturing artificial turf. With no quality control and manufacturing standards, you are at the mercy of a 3rd party supplier, and therefore it is hard to guarantee anything when it relates to product performance or product delivery. FieldTurf's manufacturing plant and strict standards require a large financial investment and a commitment to acquiring and developing qualified personnel. Most companies simply do not have the capital to invest in a coating line, let alone their own manufacturing facility.

**You are making a significant investment into your athletics program. At the very least, you need to make sure that the company you are dealing with is invested in the turf business!**

	Tufting	Coating	Installation	Service
<b>FIELDTURF</b>	In House	In House	In House	In House
<b>OTHERS</b>	Outsourced	Outsourced	Outsourced	Outsourced

FieldTurf Fields - By Year					
13 years old	4	10+ years old	116	7+ years old	538
12+ years old	15	9+ years old	235	6+ years old	765
11+ years old	54	8+ years old	360	5+ years old	1087

*As of the end of 2009, FieldTurf has over 800 fields that are 8 years or older – more than any other competitor's total amount of installations.*

**Important Considerations**

**The top 3 things to consider...**

- 1 – Tuft Bind is one of the most important performance characteristics of your field. If others are not talking about it, they have something to hide.
- 2 – Beware of turf companies that do not control every level of their own manufacturing process – they will even have a hard time producing their own product with precision and consistency.
- 3 – Most importantly, demand a 9 lb tuft bind in your specifications and make certain you get a SureLock system!



University of Michigan – Ann Arbor, MI



University of Texas – Austin, TX



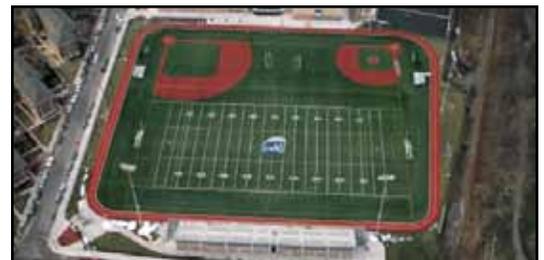
Rochester Rhinos - Rochester, NY



University of Mississippi – Oxford, MS



Southwest Christian High School – Fort Worth, TX



New Harrison High School – Hamilton, NJ