

# An Idea That Changed an Entire Industry



FieldTurf's founders Jean Prevost and John Gilman, were sportsmen, not carpet-makers; former players and coaches, not turf salesmen. They knew the problems associated with keeping grass fields in top shape - and also the dangers of the early artificial turf products. Despite innumerable obstacles, they dedicated themselves to - and succeeded in - developing a synthetic system with the beneficial bio-mechanical properties of natural grass, combined with the best attributes of synthetics: durability, low maintenance and unlimited playing time.

After consultations with players, coaches and sports medicine experts; after countless trials, formulations and test plots; and after extensive field testing, FieldTurf was born. The first and only system to replicate natural grass, FieldTurf revolutionized the world of turf. And, in many ways, it changed forever the world of sport itself. Pure innovation has taken FieldTurf from an upstart company to the summit of the industry, with over 1900 installations worldwide!

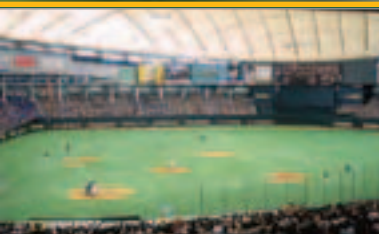
## Annual Maintenance Cost

	Natural Grass	FieldTurf
<b>Mowing Equipment</b>	7,068	-
<b>Labor (\$20 per hr)</b>	6,000	1,000
<b>Clipping Removal</b>	2,861	-
<b>Fertilization</b>	4,856	-
<b>Overseeding</b>	466	-
<b>Coring</b>	2,848	-
<b>Topdressing</b>	9,565	-
<b>Thatch Removal</b>	185	-
<b>Monitor Irrigation</b>	846	-
<b>Equip. Depreciation &amp; Fuel</b>	3,500	1,500
<b>Water Cost</b>	5,400	-
<b>Sub Total:</b>	43,595	2,500
<b>Re-Striping Field Lines</b>		
<b>Labour</b>	5,800	1,000
<b>Material</b>	3,105	1,500
<b>Total:</b>	<b>52,500</b>	<b>5,000</b>

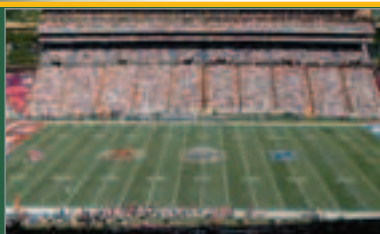
## 10 year Cost Analysis

	Natural Grass	FieldTurf
<b>Base:</b>	\$280,000	\$280,000
<b>Materials:</b>	\$220,000 (cost of sod)	\$400,000
<b>Maintenance:</b>	\$52,500 X 10 yrs. (annual cost for herbicides, pesticides, re-sodding, water, mowing)	\$5,000 x 10 yrs.
<b>Total:</b>	\$1,025,000	\$710,000
<b>Scheduling:</b>	60 hrs x 26 weeks x 10 yrs = 15,600 hrs	100 hrs x 48 weeks x 10 yrs = 48,000 hrs
<b>Avg. Cost Per Hour of Use:</b>	<b>\$56.31</b>	<b>\$16.13</b>

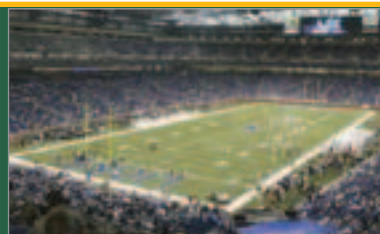
**Note:** Costs are based on a typical 80,000 sq. ft. field. Base material and labor costs vary from state to state. For the purpose of this comparison we have used an average of \$3.50 per sq. ft. for both the Natural Grass and FieldTurf columns.



Tokyo Dome - Japan



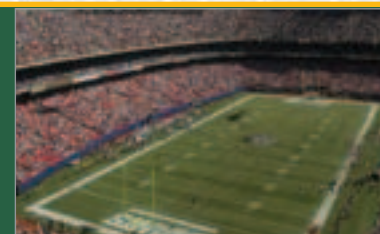
Aloha Stadium - USA



Ford Field - USA



Estadio Ricardo Saprissa - Costa Rica



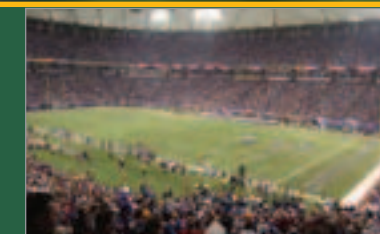
Giants Stadium - USA



Rogers Center - Canada



Oriel Park Stadium - Ireland



Hubert H. Humphrey Metrodome - USA