

TurfTalk

COST COMPARISON

VOLUME 4



TurfTalk

COST COMPARISON

vol. 4



When FieldTurf introduced the world's first long pile, infilled, artificial turf for sports applications several years ago, athletic directors, facility managers and their financial committees were admittedly not without doubt. The initial price of the FieldTurf product was significantly more expensive than the cost of natural grass, and as a result, many of our early clients were deterred by sticker shock. It did not take long however for the tremendous performance, safety and long term cost benefits to be realized by the public, and soon the entire athletic community began to show serious interest in the FieldTurf product. Today, with over 2,500 successful FieldTurf fields in the ground, the importance of focusing on the future and the extensive benefits and savings of FieldTurf are widely understood.

By choosing to invest in quality, safety and performance rather than low bid pricing, FieldTurf has always helped to ensure a successful future for your athletes, your program, your facilities and your finances. FieldTurf has invested a substantial amount of time, money and energy in order to create a product that could not only replicate the playability of natural grass, but offers additional safety and performance benefits in any climate and under any condition.

FieldTurf vs. Grass

The early adopters of FieldTurf realized quickly that despite being initially more expensive than natural grass, that in the long term, the yearly costs of maintaining a natural grass field were far more expensive than the price of FieldTurf. A 10 Year Cost Analysis was conducted which compared the cost of natural grass and the cost to maintain it over a 10 year period compared to the cost of FieldTurf. Over that 10 year span the costs associated with watering, re-sodding, fertilizing, mowing, pesticides and time lost due to field resting for a natural grass field proved to be much more expensive than the cost of FieldTurf over a 10 year period. In fact, the cost savings were so dramatic that athletic directors and facility owners who had been involved with natural grass surfaces their entire lives were discovering that over a 10 year period, when compared to natural grass, FieldTurf literally ended up paying for itself!

With FieldTurf, our customers not only experience widespread savings but also enjoy the increased use and consistency of the surface that was not previously possible with natural grass. Unlike natural grass which requires time to rest after sodding or time to dry after heavy rain, FieldTurf can be played on each and every day without ever having to worry about rescheduling. The product is naturally porous and drains at 40 gallons per square foot per hour which means the product is able to offer the same consistent performance results rain or shine! Over the years FieldTurf has received a lot of praise for its ability to provide for increased use and additional income. With the enormous potential for added revenue generated from constant field rentals, FieldTurf owners are not only enjoying tremendous savings but are experiencing financial returns that were not previously possible with natural grass.

In addition to cost savings, the FieldTurf product has been praised for its safety and ability to reduce injuries. Those who have experienced the FieldTurf difference understand that you simply can't put a price on safety. With a unique layered silica sand and cryogenic rubber infill system, FieldTurf provides athletes with high levels of energy restitution and reduced strain for their joints and muscles. Over a five year period

How FieldTurf® Saves You Money

	Natural Grass	FieldTurf
Base:	\$280,000	\$280,000
Materials:	\$220,000 (cost of sod)	\$400,000
Maintenance:	\$52,500 X 10 yrs. (annual cost for herbicides, pesticides, re-sodding, water, mowing)	\$5,000 x 10 yrs.
Total:	\$1,025,000	\$730,000
Scheduling:	60 hrs x 26 weeks x 10 yrs = 15,600 hrs	100 hrs x 48 weeks x 10 yrs = 48,000 hrs
Avg. Cost Per Hour of Use:	\$65.71	\$15.21

10 year Cost Analysis

Annual Maintenance Cost

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

Calculations based on a well kept field maintenance regimen. Results may vary depending on level of maintenance commitment.



Natural Grass Flooding

Resodding



Fertilization

Mowing

TurfTalk

COST COMPARISON

vol. 4



of competitive play, significant differences in the incidence, type and severity of game-related injuries were observed between playing surfaces. Current findings suggest a safety advantage in selecting FieldTurf over natural grass.

FieldTurf vs. The Competition

In response to FieldTurf's widespread success, many competing artificial turf companies have surfaced in search of profits. Purchasing their product from the same generic, off-the-shelf turf manufacturer out of Dalton, Georgia, very little concern has been given to quality control. Unable to compete with FieldTurf's quality and proven track record, the competition has decided to emphasize low price offerings. Unfortunately these tactics have been attempted in vain, because as it turns out, once again, FieldTurf is actually cheaper than all of its competitors. Sometimes almost \$1,000,000.00 cheaper!

Lured in by low bid pricing and with no fields in the ground available for reference, some customers have decided to roll the dice on the competition's cheaper artificial turf product. It did not take long for the truth to finally surface. As it turns out, many competitor installations have failed in their 4th and 5th years of use and have already been replaced, while FieldTurf fields continue to provide consistently safe results throughout its steady maturation phase.

It is no secret that facility upgrades can initially be a costly process, especially when an artificial turf field is on the agenda. However, it is becoming increasingly apparent that deciding just how costly it will ultimately be depends entirely on one's ability to see the big picture. When shopping for an artificial turf field all the experts agree, it is essential to do your homework. With so many cheap, low bid artificial turf fields failing inside of 5 years, the market has caught on to the importance of investing in the future.



Prematurely failing competitor fields

FieldTurf understands that the true test to product quality lies in its longevity. The Amarillo Independent School District is just one of many satisfied FieldTurf clients who have already begun to experience the incredible savings promised to them by FieldTurf. Athletic Director Tex Nolan decided to install FieldTurf 10 years ago. Today that same field continues to be used non-stop by hundreds of students and community members.

"To this day, FieldTurf has kept its promise as our field continues to provide unmatched durability and consistently safe playability. All the

savings in time and money that were promised to us from the start continue to remain true today," said Nolan. "Even after 10 years we continue to see a return on our investment as we receive maximize usage out of our all weather FieldTurf field."



Amarillo ISD

Results like the ones seen at Amarillo are not uncommon. When it comes to durability, FieldTurf is the only artificial turf company on the market with fields (50+) over the age of 10 that are still in daily use.

How FieldTurf's Durability Measures Up

Artificial Grass Fields Still in Daily Use		
Field Age	FieldTurf	Competition Combined
5 + years old	752	90
6 + years old	525	35
7 + years old	346	14
8 + years old	210	7
9 + years old	101	1
10 + years old	50	0
11 + years old	11	0

A forecast was conducted to evaluate the long term costs of resurfacing the same facility over a 30 year span. Based on the physical evidence of premature failed competitor fields as seen at Illinois State University, University of North Carolina, University of Oregon, Western Michigan University, The Stevens Institute of Technology and hundreds of other competitor turf fields that didn't make it past the age of five, a 5 year replacement standard was used to compute the competition's data. Based on the physical evidence as seen at Amarillo ISD in Texas, Greenway Stadium in Maryland and close to 50 other existing, fully functional FieldTurf fields over the age of 10 years old (not to mention 110 fields over the age of 9 years old), a 10 year replacement standard was used to compute FieldTurf's data. Based on the performance results and replacement rates of 80,000 square foot artificial turf systems to date, despite having a higher initial sticker price, over the 30 year span FieldTurf managed to offer potential savings of almost \$1,000,000.00!!

When FieldTurf tells you that your money is in the field they mean it! A standard FieldTurf field contains three to four times more infill material than the competition. In order to provide for a consistent and safe playing surface every square foot of your field will contain over six pounds of washed silica sand and three pounds of cryogenic rubber. That translates

TurfTalk

COST COMPARISON

vol. 4



into approximately 560,000 more pounds of infill when compared to the competition. This unique and tested combination keeps the infill firmly in place, preventing it from dangerous displacement while helping to extend the lifespan of your field.

FieldTurf understands the importance of your investment. That is why we take the time to make sure that every detail of your field is made from nothing but the highest quality materials. We never compromise quality for pricing, which is why we only use cryogenic rubber particles in our fields. Cryogenic rubber is a rare grade of finely rounded rubber that doesn't float in water and doesn't shift when played on. The competition uses a cheaper grade of mass produced rubber known as ambient. When used as an infill component ambient rubber has the propensity to float and disperse, as air bubbles within the rubber permit the rubber to be dangerously repositioned. Ambient rubber is cheaper and it shows. It is dirty, jagged and degrades at an alarmingly rapid rate. It often contains traces of unwanted metals from used tires. It is for these exact reasons why we never compromise quality for low bid.

FieldTurf pride's itself on the installation of fields that require little to no unnecessary maintenance. One of the main reasons for that lies in our decision to sew our seams. Sewn seams are more expensive and time consuming than the cheaper glued alternative. However, sewing allows our panels to remain firmly in place while preventing infill erosion and displacement. With so much riding on the quality of the seam job opting for the highest quality, most durable method was an obvious choice to make. Seam failure is the most common problem related to artificial turf fields. As the glue which binds the panels together comes apart it allows the panels to shift. This shift provides an opportunity for the infill to displace which can render a field unsafe. FieldTurf, in over ten years of operation, has never had a reported seam failure.

Of the roughly thirty one artificial turf companies on the market FieldTurf is the only company with its own manufacturing plant. Having the ability to oversee each aspect of our product is crucial to quality control. Every roll of turf is inspected before it leaves the facility. The other thirty one companies buy an off-the-shelf generic product that includes backing, fiber and tufting. How can they guarantee quality when they themselves have not had a hand in overseeing the products creation? In order to ensure quality and durability we built our own manufacturing plant. We monitor and test every aspect of the product from its purest form right down to its assembly. Nothing but the highest quality materials end up in your field, allowing for many years of consistent and secure playing conditions.

There is a lot at stake when it comes to selecting the right artificial turf company. We have seen many cases of unsatisfied customers who have made the mistake of choosing a turf company based solely on price. The dangers and risks associated with low bid pricing within the artificial turf industry are clear and severe. More often than not we have seen turf companies go out of business soon after a brand new field is installed, leaving the customer to handle all maintenance issues with no customer service support to turn to. Whatever warranty they once had was rendered null and void, leaving them with an extremely vulnerable and unstable investment. FieldTurf realizes the severity of this issue and has taken measures to eliminate the possibility for any post purchase stress.

FieldTurf's insured warranty provides all of our customers, with an aggregate of US\$7 million per year for repair or replacement with cash

reserves already frozen as a precaution. There are no maximums on any claim, no deductibles, no retentions and no retention period. Simply put it is the best protection in the business. Every FieldTurf field is protected for the full duration of the warranty through a prepaid policy that A.M. Best rates A++ (Superior) and Category XV, the highest rating available. In addition, FieldTurf Tarkett has earmarked \$500,000 in an 'In Trust' bank account serving as a preliminary layer of protection which is exclusively for small warranty repairs. With a bonding capacity of US\$75 million and comprehensive supply agreements in place for all its system components, including sand, rubber, and fiber, the sound financials of the industry leader are the best protection any customer can have.

FieldTurf has been helping its customers save money since day one. With a firm dedication to the future success of your program, FieldTurf has invested in quality in order to help save you almost \$1,000,000.00 over time. From natural grass to the dozens of cheaper turf products on the market, with the savings and quality offered by FieldTurf it really is no wonder that an industry leading 2500 FieldTurf fields have been installed to date. So the next time someone sells you on FieldTurf being too expensive we urge you to consider the facts. Before choosing an artificial turf surface based solely on price it is important to ask yourself what is the price of safety, the highest quality materials, financial stability, an 8 year guarantee, experience, minimal long term maintenance and piece of mind?



Gillette Stadium, Massachusetts



Romeoville High School, Illinois



Fallbrook High School, California