

## Press release

marketing communication

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### **TenCate Grass announces Heat Reflective technology to be added benefit of TenCate XP Blade™**

**TenCate Grass, the leader in components for synthetic turf systems, will make Heat Reflective (HR) performance standard on all TenCate XP Blade™ produced for the US market. TenCate XP Blade™, since its introduction in 2004, has become recognized as the most durable fiber on the market and is now an even better performing fiber at no additional cost, offering heat reduction on warm sunny days.**

The decision to provide HR as a standard feature of TenCate XP Blade™ was taken in response to sharp industry demand for temperature reducing synthetic turf products.

#### **Heat reduction with HR technology**

It is widely known that temperatures can become elevated on synthetic turf surfaces on warm sunny days. TenCate Grass set out to improve the comfort level of synthetic turf users by reducing the amount of heat that can be absorbed by the turf blades. In laboratory tests, TenCate XP Blade™ with HR technology has shown temperature reduction of 17.5° F. TenCate is the first to offer heat reducing products without any additional cost.

#### **Durability for High Use**

TenCate XP Blade™ has been installed on more than 3,500 synthetic turf projects around the world with huge success. TenCate XP Blade™ is the product of choice for any installation that will be exposed to excessive amounts of play. Produced through a proprietary extrusion process developed by TenCate Grass that greatly improves resistance to wear, TenCate XP Blade™ is precision engineered to provide field owners with the highest return on their investment.

#### **Value chain management**

As global market leader in components for synthetic turf systems (synthetic turf fibers and backing for synthetic turf carpet), TenCate Grass strives to achieve constant improvements in the qualitative aspects and service life of the sports pitches in which its components have been incorporated. In order to achieve these improvements, it is vital that the partners involved in the chain of production and installation of a synthetic turf system satisfy these stringent requirements. This can only be achieved through optimal collaboration within the value chain.

#### **TenCate Grass Americas**

**Dayton (Tennessee), United States of America, Thursday, 16 February 2012**

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**For further information:**

Digital pictures are available on your request via: [media@tencate.com](mailto:media@tencate.com)

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**TenCate Grass** develops and produces synthetic turf components and designs systems for top-flight sports, recreation and landscape applications. TenCate, with its partners, aims to operate a system approach. This gives users confidence in its playing characteristics and service life. TenCate Grass has production facilities in Europe, the Middle East and North America.

**Royal Ten Cate** (TenCate) is a multinational company that combines textile technology, chemical processes and material technology in the development and production of functional materials with distinctive characteristics. TenCate products are sold worldwide. Systems and materials from TenCate come under four areas of application: safety & protection; space and aerospace; infrastructure & the environment; sport and recreation. TenCate occupies leading positions in safety fabrics, composites for space and aerospace, advanced armour, geosynthetics and synthetic turf. TenCate is listed on NYSE Euronext (AMX).