

GreenFields delivers fully recyclable artificial grass system to HHC Hardenberg

Genemuiden, Monday 24 October 2011. **Thanks to GreenFields, HHC Hardenberg (HHC), one of the leading football clubs in the world, now has a 100% recyclable artificial grass football field. HHC took the initiative for this project, in collaboration with GreenFields, artificial turf manufacturer TenCate Grass, and installer C.S.C. Ceelen Sport Constructies. The club can now boast one of the world's first genuinely 'green' artificial turf fields.**

United we stand

Due to strong growth in the number of HHC members, an extra artificial turf field was an urgent necessity. Since the municipality had no budget available for a new artificial turf field, HHC Hardenberg had to acquire the necessary financial resources through its own (sponsor) network. Collaboration with GreenFields, TenCate Grass and C.S.C. Ceelen Sport Constructies resulted in the choice of the woven artificial grass system from TenCate Grass. In addition to excellent playing characteristics, this product has the most natural appearance and is 100% recyclable.

New patented weaving technique

The innovative artificial grass system is produced by TenCate Grass using a new patented weaving technique. This production process makes it possible to jointly use materials from the same product family (polypropylene and polyethylene). The components of artificial grass, in particular the backing, coating and artificial grass fibres, are made using the same environmentally friendly material, making the entire artificial grass system recyclable in its entirety. According to Gerrit van Weeghel, General Director of GreenFields, "This fully recyclable artificial grass system is the ultimate proof that, together with its partners, GreenFields develops and delivers innovative and environmentally friendly production solutions."

Artificial grass and natural grass are indistinguishable

Hugo de Vries, Sales Manager and Head of R&D at GreenFields, is proud of this new product. "This patented weaving technique not only makes the product 100% recyclable, but also gives it unique properties that offer a significant advantage to both the game and the players. Thanks to this special weaving technique, the fibres remain upright naturally." De Vries adds, "The patented weaving technique also offers lots of additional benefits, including greater fibre density and the combination of different types of fibres and heights in a single system. The result is a football field with playing characteristics that are indistinguishable from the properties offered by natural grass."



For more information:

Digital visual materials are available on request through: marketing@GreenFields.eu

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GreenFields bv, with its headquarter in Genemuiden, The Netherlands, is a top global player within the industry of synthetic turf and a specialist in development, production, supply, installation and maintenance of synthetic turf systems. Diversity through development is one of the core strengths of GreenFields, with sales partners in over 100 countries including manufacturing in The Netherlands, South Africa, Korea, Algeria and United Arab Emirates and strong alliances with manufacturers in Australia, Russia, North and South America.

As one of the first producers in the synthetic turf industry, GreenFields has been awarded the FIFA and the IRB Preferred Producer status. Being a Preferred Producer for both Governing Bodies acknowledges the sustained efforts of GreenFields to offer the game and the players the best playing conditions worldwide. GreenFields is Powered by TenCate™.

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.

C.S.C Ceelen Sport Constructies bv develops and delivers high quality synthetic turf systems for outdoor sports. The company has devoted itself entirely to providing advice about and developing and installing sports facilities, including a number with synthetic turf.

