

## **Ten Cate introduces Royal Grass**

**November 21 saw the presentation of ROYAL GRASS<sup>®</sup>, a new artificial grass system from Royal Ten Cate for landscaping and horticultural projects. The principal aim of Royal Grass<sup>®</sup> is to introduce an artificial grass suitable for landscape gardening and general landscaping purposes that combines a realistic appearance with easy maintenance. The new activity will assume an independent position within Ten Cate, separate from Ten Cate Thiolon, and will focus exclusively on the application of artificial grass outside the world of sport.**

Prior to introducing Royal Grass<sup>®</sup>, a market study was carried out that revealed a significant demand for an alternative to both garden paving and grass. Actually no high-grade product of realistic appearance is currently available. Artificial grass is seen mainly as an option for small-scale applications in public and private spaces where upkeep is difficult and where grass either won't grow or is used intensively. Gardens are often an extension of the home, and considerable attention is devoted to their design and potential amenities, with convenience and maintenance being key factors.

### **Alternative**

Artificial grass is not being positioned as an alternative to natural grass, but as an alternative to paving and other ways of endowing gardens with particular features. Municipalities can also use this product for roundabouts, verges and public playgrounds, because the surface is easily maintained and offers a safer alternative to asphalt or paving. When dealing with public spaces too, maintenance costs as well as natural appearance come under scrutiny.

### **Resemblance**

With an eye to the wishes of users, an artificial grass has been developed that looks as natural as possible. The grass carpet, strewn and weighted with brown-coated sand (also supplied), displays a striking resemblance to grass, but retains an attractive appearance under all conditions.

Besides requiring little maintenance, Royal Grass<sup>®</sup> forms a safe and attractive surface, and consequently offers a better alternative to paving or grass. Moreover, Royal Grass<sup>®</sup> can be used in public spaces such as playgrounds and playing fields, as well as for roof terraces and/or roofing itself. The artificial grass system will be offered via accredited horticulturists and installation companies.