



## PRESS RELEASE

### FC Den Bosch opts for high-quality GreenFields® MX artificial grass system

First division team FC Den Bosch has purchased the high-quality GreenFields® MX artificial grass system, to be installed in the Bosch stadium starting Monday, 17 June by installer C.S.C. Ceelen Sport Constructies and to be completed on Thursday, 18 July 2013. Following premier league teams like Heracles Almelo and PEC Zwolle, this superior quality artificial grass field from system supplier GreenFields, with top-quality fibre from manufacturer TenCate, offers FC Den Bosch a long-lasting excellent quality sports surface with unique properties and a field that is fully recyclable.

The Jupiler League had to contend with quite a few cancellations at a number of football clubs last season. The reason was the prolonged severe winter weather in our country that put considerable pressure throughout the season on the match schedule of the first division clubs playing on natural grass fields. FC Den Bosch is now eliminating this problem in the future by installing high-quality artificial turf in its stadium. In addition to increasing play intensity on the field, FC Den Bosch also wanted to use the stadium for training facilities. Last year, the club sold its training complex to the Municipality of Den Bosch, which uses the location for a different purpose.

#### Human capital

Professional football players are the valuable human capital of a professional football association. They need to be able to excel in their sport on a high-quality surface that is both safe and durable in terms of technical properties. Thanks to the patented TenCate weaving technique used, the GreenFields® MX system yields the highest returns on investment for the association in terms of both players and playing field. **Peter Bijvelds, Director of FC Den Bosch, explains the switch to artificial turf: "This decision is purely based on practical and quality considerations. We chose the ultimate option. That means an artificial grass field that resembles natural grass in every respect as much as possible in terms of both playing experience and appearance. Inspired in part by the highly positive experiences of other football clubs in both paid and amateur football, we ultimately chose GreenFields® MX."**

#### Unique properties

The GreenFields® MX artificial grass system offers an optimal playing experience. This high-quality field enables players in football shoes to easily stand on the mat, move freely, quicken their pace across the field, get their foot properly under the ball and make slidings. In addition to these technical properties, the top-quality artificial grass fibres from manufacturer TenCate offer maximum durability and material safety.

**Den Bosch, Thursday, 13 June 2013**

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**Note to editors:**

Digital photographs are available on request via [marketing@greenfields.eu](mailto:marketing@greenfields.eu).

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**GreenFields BV**, headquartered in Genemuiden, is a leading player worldwide in the artificial grass sector and a specialist in the development, production, delivery, installation and maintenance of artificial grass systems. Diversity through development is one of the key strong points of GreenFields, which has sales partners in more than 100 countries, including production sites in the Netherlands, South Africa, South Korea, Algeria and the United Arab Emirates. It also has strong alliances with manufacturers in Australia, Russia, and North and South America. GreenFields is a part of TenCate.

GreenFields was one of the first producers in the artificial grass industry to be awarded Preferred Producer status by FIFA and the IRB. In this way, official bodies have recognised the constant efforts made by GreenFields to offer both the game and players worldwide the best possible conditions.

In partnership with **TenCate Grass**, manufacturer of superior quality artificial grass, GreenFields is well-positioned for continuing success. TenCate Grass develops and produces artificial grass components, and designs systems for top-level sport, recreation and landscape applications. TenCate Grass is striving for systems harmonisation with its partners. This gives users security regarding playing qualities and product life. TenCate Grass has production facilities in Europe, the Middle East and North America.

**C.S.C. Ceelen Sport Constructies** has been a market-leading installer of artificial grass fields in the Netherlands for many years. In the Dutch market, C.S.C. is a partner of system supplier GreenFields.