

Press release

FOR IMMEDIATE RELEASE

TenCate Grass acquires Synthetic Grass Warehouse

TenCate Grass, developer, manufacturer and global supplier of innovative synthetic turf components and systems, proudly announces the recent acquisition of Synthetic Grass Warehouse (SGW) Inc., a leading supplier of synthetic turf for landscaping applications in the USA.

SGW was established in 2004 by its current owners, Victor Lanfranco and Joe Ayoub. SGW is a longstanding strategic partner of TenCate Grass with a presence across the southwestern part of the USA. With this acquisition, TenCate Grass takes a major step forward within the fast growing landscaping segment as a synthetic turf supplier.

Michael Vogel, Group Director of TenCate Grass comments: "We are very excited to have SGW join TenCate Grass. Landscaping is the fastest growing part of the synthetic turf industry showing double-digit growth. We believe that SGW has a unique approach to the market driven by e-commerce, its finely tuned product portfolio and its incredibly high service level. We were impressed by the entrepreneurial spirit that Victor and Joe have instilled in the company and are pleased that they will stay on to manage the company going forward".

Victor Lanfranco affirms: "We are very pleased to join the TenCate family. Over the years our partnership has grown in strength, so it was very logical to cement our relationship in this way. This is a unique opportunity to combine SGW's commercial power and TenCate's industrial resources".

**TenCate Grass
Nijverdal, The Netherlands, Monday 3 April 2017**

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TenCate Grass is the global leader in the development, production and marketing of synthetic grass components and the design of synthetic grass systems for sport, recreation and landscape applications. Together with its partners, TenCate Grass endeavours to operate an integrated system approach to give users confidence in playing characteristics, service life and sustainability. TenCate Grass has production plants in North America, Europe, the Middle East and the Asia Pacific region and owns the brands GreenFields and TigerTurf.

Synthetic Grass Warehouse specializes in turf products designed for landscaping, pets, putting greens, and playgrounds. It is headquartered in Anaheim California and has a presence across the Southwestern part of the USA.