

Press release

marketing communication

TenCate awarded tender synthetic turf systems for Dutch Jupiler League

TenCate Grass has been awarded the tender by the Dutch Coöperatie Eerste Divisie for installing high-grade synthetic turf fields for professional football in the Jupiler League in the Netherlands. The installation of the first fields will already begin this summer and is provided by GreenFields, a subsidiary of TenCate. In this way the Jupiler League is building on the successful introduction by TenCate of the latest generation of synthetic turf systems in the Premier Division in the summer of 2012. It has been demonstrated that technically accomplished and attractive football at top level can be played on the TenCate fields.

The Coöperatie Eerste Divisie (CED) has taken the initiative to install synthetic turf football pitches in the stadiums of clubs affiliated with the Jupiler League. Interested clubs from the Premier Division and the Top Class can participate in the collective agreements and benefit from the same high-grade offer.

Technological edge

This football field tender and the choice of TenCate as a progressive party mark the turning point for synthetic turf in top-flight football in the Netherlands. TenCate will use its highest-grade synthetic turf systems for this important Dutch top-flight football project with international allure. This means a further optimization of the quality of the playing fields across the first division and reduction of cancellations during the competition, particularly during the winter period. A number of fields are already available for the Jupiler League and Premier Division, such as those installed last summer at Heracles Almelo and PEC Zwolle. This summer, similar fields will be installed at FC Oss and FC Den Bosch. Production of these fields is based on the 3D matrix weaving technology of TenCate, a patented technological innovation for the production of woven synthetic turf football fields. This enables the playing characteristics of a natural grass pitch to be replicated as closely as possible.

Unique properties

Synthetic turf systems from TenCate provide a playing experience that is true to nature. TenCate offers the fields to the professional clubs via subsidiary company GreenFields, which together with selected partners handles the installation of the fields. These high-grade fields – and in particular the woven GreenFields® MX system – enable a player to get his foot under the ball easily, just as in the case of natural grass. The ability to freely turn, accelerate and rotate is also comparable to that under natural conditions, consequently preventing increased pressure on tendons and muscles.

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In addition to these sport-technical characteristics, the synthetic turf systems from TenCate offer maximum sustainability and a long-lasting natural appearance. Part of the winning bid of TenCate Grass relates to a 24/7 service package, whereby the club pays only for the use of the field and TenCate guarantees carefree playing pleasure. Furthermore TenCate is official partner of the CED / Jupiler League.

TenCate Grass**Almelo, the Netherlands, Wednesday 26 June 2013**

Note for the editor:

Digital images are on your request available via media@tencate.com.

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TenCate Grass is global leader in the development, production and marketing of synthetic turf components and the design of synthetic turf systems for top-flight sport, recreation and landscape applications. Together with its partners TenCate Grass endeavours to operate an integrated system approach. This gives 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.

GreenFields BV, with its headquarters in Genemuiden, the Netherlands, is a leading global player in the synthetic turf sector and a specialist in the development, production, supply, installation and maintenance of synthetic turf systems. Diversity through development is one of the key strengths of GreenFields, with sales partners in more than 100 countries, including production locations in the Netherlands, South Africa, South Korea, Algeria and the United Arab Emirates and strong alliances with manufacturers in Australia, Russia and North and South America. GreenFields is a subsidiary of TenCate.

As one of the first producers in the synthetic turf industry, GreenFields was awarded the FIFA and IRB Preferred Producer status. As a result, government bodies recognize the continuing efforts made by GreenFields to provide both the game and players worldwide with the best conditions.

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

Coöperatie Eerste Divisie u.a. (CED) Since July 6, 1999, all Premier Division (Jupiler League) clubs have united under the umbrella organization Coöperatie Eerste Divisie (CED). The CED represents the interests of all clubs playing in the Jupiler League in general and the common commercial interests in particular, including the conclusion of agreements with third parties. The CED is also the interlocutor for all stakeholders involved in the (individual) clubs, such as the KNVB, Eredivisie and the (local) government.

Jupiler League Jupiler League is the second-largest sporting competition in the Netherlands. With over 1.2 million visitors in the stadiums per season, about million weekly viewers and 750,000 monthly visitors on the websites, the Jupiler League followed is a well-followed competition with a huge impact on national, regional and local level.