

# PRESS RELEASE

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## Royal Ten Cate official partner of KNHB

**Royal Ten Cate has become the official partner of the Koninklijke Nederlandse Hockey Bond (KNHB, Royal Dutch Hockey Federation). Mr Loek de Vries, President and CEO of Royal Ten Cate, and KNHB President Mr Jan Albers sign today the partnership agreement for a period of four years ending on 31 August 2016. The collaboration between TenCate and the KNHB will focus on among other areas the Men's and Women's Hockey World Cup, which will take place in and around The Hague in 2014. TenCate will deploy its state-of-the-art hockey synthetic turf systems for these championships.**

### TenCate Partnership

As an international textile technology group, Royal Ten Cate (TenCate) is pre-eminent in a number of fields, including the development, production and marketing of synthetic turf components and the design of synthetic turf systems for top-flight sports. Together with its business partners TenCate adopts an integrated system approach, which gives players, trainers and clubs the maximum degree of certainty about the playing characteristics, service life and durability of a pitch. TenCate has production facilities in the Netherlands, North America and the Middle East, and markets the synthetic turf systems worldwide.

President and CEO Loek de Vries of TenCate is delighted with this intensive collaboration with the KNHB: "The 2014 Men's and Women's World Cup in and around The Hague in the Netherlands is the next major international hockey event after the recent Olympic Games in London. With its professional synthetic turf systems TenCate intends to make a significant contribution to the success of the World Cup in our country."

### European Hockey League

In addition to its partnership with the KNHB, TenCate has adopted the KNHB module European Hockey League. De Vries explains: "The fact that the European Hockey League also forms part of our intensive collaboration means that we as TenCate and our top hockey products are visible nationally through the KNHB, in Europe through the European Hockey League, and globally during the World Cup in 2014, as well as at other international tournaments in the years ahead".

### 2014 Hockey World Cup

In the period 2012-2014 a number of synthetic turf pitches will be installed for the World Cup, which will also be used by participating hockey teams from other countries for training purposes. In November 2012 the KNHB will announce the type of synthetic turf system on which matches will be played during the 2014 World Cup in and around The Hague and the colour of the pitches.

President of the KNHB, Mr Jan Albers: "The KNHB is proud of this partnership with TenCate, the leading global producer of synthetic turf fibres. We are the first to learn about the latest trends and developments relating to synthetic turf systems. This collaboration moreover does not focus only on hockey in the Netherlands: the KNHB aims to help other countries throughout the world where clean water or a lack of water presents a problem for the installation and use of water-based hockey pitches. TenCate is also the perfect partner in this regard and we are greatly looking forward to further developing our collaboration".

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### Note for editors, not for publication:

Digital images are available on request on: [media@tencate.com](mailto:media@tencate.com).

For further information, please contact:

Mr Martijn Elffers on behalf of the Communication Department of **KNHB**: +31(0)30 751 34 22 or +31(0)6 24 624 676 or [pers@knhb.nl](mailto:pers@knhb.nl).

Mr Jaap de Carpentier Wolf, head corporate communication of **TenCate**: +31(0)546 544 306 or +31(0)6 233 173 52 or [media@tencate.com](mailto:media@tencate.com).