



PRESS RELEASE

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GreenFields appoints Jim Froslid as commercial director North America

GreenFields has appointed Jim Froslid as Sales and Marketing Director for GreenFields activities in North America. Jim Froslid joins GreenFields with over 20 years of experience in sports and synthetic sports turf. For US Soccer and the US World Cup Team, Jim held several leadership and communications positions. He served for five years as president of the Minnesota Thunder, a USL second-division professional team. Most recently, he held a commercial position at FieldTurf as Director of Soccer Development.

Recently, GreenFields announced its entry into the North American market. From the 2014 season, GreenFields sport systems are available throughout the United States of America and Canada through a selected network of experienced representatives and quality installers. All GreenFields sport systems are quality controlled on site by GreenFields installation inspectors. Technological innovations and sustainable solutions are the core competences of GreenFields, delivering customers integrated sport systems using TenCate high-grade fibers and backing.

Note for the editor:

A digital picture of Jim Froslid is on your request available via: media@tencate.com
For further media information, please contact:

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GreenFields BV, based in Genemuiden (NL), is a specialist in the development, production, delivery and installation of innovative synthetic turf systems. There is a close cooperation with textiles technology company TenCate, of which it is a part. GreenFields has sales partners in more than 100 countries and in various sports, such as hockey and voetbal, it counts itself among the leaders in the market and leader in sustainability.