

SPORTGROUP + ASTROTURF – CORPORATE FACT SHEET

On June 28, 2016, AstroTurf and SportGroup proudly announced that it would join forces to create a global leader in sports surfacing.

SportGroup, founded over 40 years ago, is a global leader in artificial turf systems and running tracks, with a > €340 million annual revenue (2015) and around 1,000 employees. The company maintains production plants in Europe, North America and the Asia-Pacific region and operates in more than 70 countries.

It is profitable and well-funded, owned by Equistone Partners Europe Limited, an independent investment firm.



Corporate Headquarters: Munich (Burgheim), Germany

North American Offices: Dalton, Georgia, and Harmony, Pennsylvania



Number of Employees: >1000



Customer Base: SportGroup boasts more than 7,000 artificial turf installations and more than 16,000 running tracks worldwide and has the status of being the preferred surface for many different sports
AstroTurf-branded products have been installed on more than 3400 athletic fields.

The union of these brands will create one of the largest outdoor sports surfacing companies in the world.



Products/Brands: SportGroup manufactures, distributes and installs artificial turf, running tracks and playground surfaces. SportGroup's core companies include Polytan®, APT®, and Melos®, with iconic brands like Rekortan®, Spurtan®, GridIron®, LigaTurf®, Supergrasse®, Poligras®, Dynapoint® and Laykold®. SportGroup will acquire the AstroTurf® and SYNLawn® brands, along with their associated manufacturing facilities.



Prominent Venues:

Polytan and AstroTurf are both highly trusted brands in the artificial turf industry. Each has earned a reputation for playability, quality, and field longevity. The 2016 Olympic Field Hockey Games in Rio de Janeiro will be played on SportGroup’s Poligras artificial surface, as were multiple matches in the most recent Women’s World Cup at BC Place (Vancouver, Canada). APT Advanced Polymer Technology’s brands are featured at the Miami Open since 1984 with tennis surface systems, Laykold, and Rekortan at Franklin Field for the Penn Relays since 1988 as well as for several Olympic Games.

AstroTurf is the playing surface of choice for elite athletes around the world, with hundreds of high profile professional and collegiate fields, including the Alamodome, Auburn, BYU, UCLA, Cal, the Citrus Bowl, Duke, UGA, Kansas, Kansas State, the Liberty Bowl, Liberty University, Marshall, Maryland, Michigan, Michigan State, Mississippi State, Northwestern, The Ohio State, Ohio U, OU, Oklahoma State, Oregon State, Oregon, Penn State, Princeton, Rice, South Carolina, USC, Stanford, Toronto Blue Jays, Tampa Bay Rays, Tennessee, Texas A&M, Utah State, Vanderbilt, Wichita State, WVU, and Yale.



Manufacturing:

This landmark acquisition will expand manufacturing capacity for both Polytan and AstroTurf clients. This enhanced capacity and vertical integration is critical, as the combined unit is poised for rapid growth. AstroTurf-branded fields will continue to be manufactured in the US.



Stability:

Combined, AstroTurf and SportGroup are larger and stronger than either standing alone. With a significant bonding capacity, strong warranty protection, and global R&D initiatives that benefit from collaboration, this world-wide organization will be well-positioned to lead this industry into its next era.