



SYNLAWN®



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FOR IMMEDIATE RELEASE

University of San Francisco Dons Double Up on AstroTurf®

San Francisco, CA, July 19, 2016 – The Bay Area is synonymous with innovation and an environmentally conscious attitude. So it should come as no surprise that when the University of San Francisco needed a new soccer field, they chose a cutting edge AstroTurf® playing surface that incorporates organic elements. Installation of the new synthetic turf system at Negroesco Stadium was completed on July 7th, making it the second state-of-the-art AstroTurf field installed on campus this year, following the renovation of Benedetti Diamond earlier this year.

Negoesco Stadium now sports a brand new 82,000 square foot AstroTurf Golden Series DT playing surface. What makes the AstroTurf Golden Series DT product so distinctive is that it synthesizes several different advanced artificial turf technologies into one cohesive and cutting edge system. It begins from the bottom up with a specialized Brock pad for maximum shock attenuation and energy restitution during play. The artificial turf itself is a combination of high density slit film fibers for durability, and a specialized version of AstroTurf’s patented RootZone® system, which bolsters the turf for improved structural integrity. The final piece is the infill, which is made up of sand and a specialized product called ZeoFill, an organic mineral used in health food supplements and water filtration systems that actually helps to reduce surface temperatures by absorbing and slowly releasing water. All of these elements combine to deliver an exceptional playing surface engineered for high usage and consistent performance, all while eliminating the use of crumb rubber.

“Not only does this field offer us the latest in sustainable technology, it also gives us the pure performance characteristics we were looking for in a synthetic turf system,” said USF Athletic Director Scott Sidwell. “We think this new AstroTurf field gives our students the best of both worlds.”

In addition to wanting an organic alternative to the traditional crumb rubber infill, USF Athletics was looking for an artificial surface that was safe, durable, and played fast. A visit to Jesuit High School in Sacramento, which has enjoyed a Golden Series DT field since last summer, helped to cement the decision that this surface would satisfy their demands.

The contract was held by California-based Valley Precision Grading, a Certified AstroTurf Distributor. The new AstroTurf surface replaces a six-year old synthetic turf field made by a rival turf company that fell short of the school’s expectations.

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About AstroTurf®

For athletes and sport enthusiasts, AstroTurf® has redefined the way the game is played. The brand offers advanced, state-of-the-art, multi-sport and specialized synthetic turf systems with proprietary engineered technologies. A growing number of high schools, colleges, professional sports teams and municipalities continue to select AstroTurf-branded products for their premium quality, technical superiority, and safety. To learn more, visit AstroTurf's recently redesigned website at www.astroturf.com.

