



NEWS RELEASE

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Initial Announcement

Purchase Green Artificial Grass Launches Franchising Program

POMONA, October 20, 2020,/PRNewswire/ -- Purchase Green Artificial Grass, a leading national artificial grass company known for its product manufacturing quality and distribution model, announced today its launch of a nationwide franchising program.

“As we reflect on 2020, we’re incredibly proud of the growth we’ve accomplished during one of the most challenging years our company, and industry has experienced,” said Tony Vena, CEO of Purchase Green. “We want to thank our parent company at Controlled Products, LLC, and the entire Purchase Green team for their dedication. Because of their efforts, we’ve remained on pace to open 5 new stores this year. We’re excited to watch the Purchase Green family continue to grow in 2021 through our new franchise program.”

This launch will not affect the twelve existing Purchase Green Territory Holders with Purchase Supplier Licensing Agreements but will open the door for new franchise owners across the United States.

Purchase Green franchise owners stand to grow as well. The company’s business model of local market distribution, expert product knowledge, wholesale pricing and digital marketing expertise have proven successful, as Purchase Green has grown from one location in 2009 to its current total of 23 stores. Purchase Green’s commitment to its franchisees includes comprehensive training systems and learning content, entire departments devoted to lead generation and distribution, as well as the best artificial grass products utilizing the newest sciences and manufacturing methodologies. In

addition, franchisees will benefit from Purchase Green's rapidly growing distribution network.

Purchase Green Artificial Grass is looking to add qualified franchisees to its growing brand and currently has [franchise opportunities](#) in markets throughout the U.S.

About Purchase Green Artificial Grass®

About Purchase Green <https://www.purchasegreen.com>

Purchase Green began with a simple idea – offer customers the ability to save water, time and money by transforming their landscapes with the highest-quality artificial grass at the best price with the convenience of local distribution. Just as important was to deliver on that promise while also providing the best possible customer service.

The first Purchase Green showroom opened in 2009 in San Dimas, California, and was quickly followed by Sacramento in 2010, followed shortly thereafter by locations in Las Vegas, San Jose, and Escondido.

Purchase Green currently has 23 retail locations in California, Nevada, Arizona, Texas, and Colorado and have Purchase Green products on the shelves of more than 30 landscape supply stores. Not included in retail is the Master Distribution Center, Sales and Service Support Center, Office of Business Management, and Purchase Green Beijing.

Purchase Green provides premium-quality artificial grass and solar lights with nationwide delivery options and a network of expert installers to make sure the job is done right.

For more information about owning a Purchase Green Artificial Grass franchise, please visit www.purchasegreen.com/dealership/franchise/ or call [844-606-8615](tel:844-606-8615).

About Controlled Products

Controlled Products is the parent company of Purchase Green™ who has 23 distribution sites for all things related to artificial turf for landscapers and DIY projects www.purchasegreen.com; Synthetic Turf International™ www.synthetic-turf.com whose network of distributors installs synthetic turf for golf, landscape, playground, pet turf, and indoor sporting facilities; Sporturf™ www.sporturf.com who supplies large athletic facility customers and sells and installs athletic fields through preferred partners; GrassTex™ www.grass-tex.com, which distributes products through retailers, carpet stores and rock yards; and Aqua-Fab, designer of custom logos and images for synthetic turf projects.

Headquartered in Dalton, Georgia, Controlled Products (www.cpturf.com) produces the highest quality synthetic turf in the industry for every possible application. Sustainability, innovation, research, the ability to customize deliverables, and the use of advanced, state-of-the-art technology are key priorities for the organization. Established in 1989, Controlled Products is an ISO 9001, ISO 14001, and OHSAS 18001 company. As a founding member of the Synthetic Turf Council (STC), and an STC Certified Manufacturer/Supplier, their expertise is unmatched in the industry. Their synthetic turf products are currently in use in thousands of athletic fields, playgrounds, landscape projects, golf courses, and indoor sports facilities throughout the world. To learn more, visit www.cpturf.com, call (800) 562-4492, or contact the company at Controlled Products, LLC, 200 Howell Drive, Dalton, Georgia 30721.