

CHRISTIE & CO

FROM DREAM TO MAINSTREAM



PRESS RELEASE

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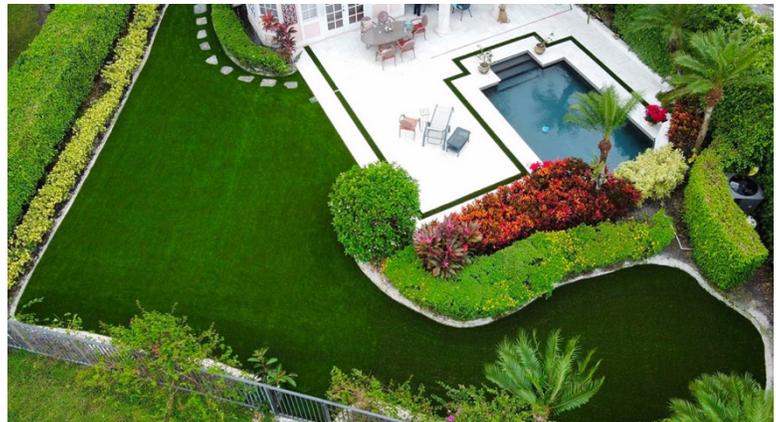
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People Turn to Sustainable Landscaping as the Drought Intensifies Across the United States

Grass!365, known for its 100% recyclable and innovative artificial grass solutions, cites huge growth over the past few years in existing markets and emerging ones, too, across the U.S.

DALTON, GEORGIA (NOVEMBER 2021) — According to *The Washington Post*, the costly Southwest drought, caused by climate change, isn't going away and a new report shows how extreme climate conditions have intensified the current drought and are a harbinger of the future¹. Protecting the planet and conserving natural resources are primary tenets of green building, and artificial grass leader [Grass!365](#) believes synthetic turf solutions are the way of the future, given their ability to save water, while enhancing comfort and efficiency, in our parched country.

"Our business has been booming over the past few years," said CEO of Grass!365, Stan Pennington. "We've experienced 25% growth in our key markets and have been expanding into new territories, driven by consumer demand for this sustainable landscaping solution. People don't miss the skyrocketing water rates and excessive-use penalties that come with live sod. Artificial turf is a great way for people to fully experience outdoor spaces, whether it's playing soccer or Frisbee with the kids or putting in that golf green, and knowing that you are conserving water while you're doing it."



In addition to its water saving benefits, Grass!365 turf is 100% recyclable. Its evolutionary SealTuft™ backing enables it to drain over 1,000 inches per hour (more than 30 times the industry average!). The SealTuft™

¹ [The Washington Post, September 2021: Fueled by Climate Change, costly Southwest drought isn't going away.](#)



backing features yarn with a stronger bind, allowing it to stand up to all types of traffic, outperforming industry testing standards thus delivering a product that excels in design while exceeding expectations. Grass!365 is a sustainable choice for artificial grass solutions for residential yards, golf course putting greens, athletic fields, playgrounds, hotels, schools, office buildings, and much more. Grass!365 goes beyond providing “just” turf products. They work with the customer to address all types of landscaping challenges through analysis, and then they prepare the ideal landscape design, followed by top-notch installation service.

“Synthetic turf can have a very positive effect on the environment and empowers users to reduce their carbon footprint,” said Pennington. “It conserves billions of gallons of water per year by eliminating the need to water lawns, not to mention that it eradicates the use of toxic pesticides and fertilizers, which contribute to water pollution. It even reduces smog and noxious emissions that come as a result of gas lawn mower use. Furthermore, homeowners and businesses can receive LEED credits for water efficient landscaping from the U.S. Green Building Council for going the artificial turf route. We are excited to see the continued impacts this has on the health of our people and planet.”

For media inquiries, please contact **Christina Madrid** at **(818) 621-1897** or christina@christieand.co.

About Grass!365

Since it launched in 1998, [Grass!365](#) has produced the most innovative, durable, and life-like synthetic grass solutions and installed them in projects ranging from lawns to golf courses, putting greens, playgrounds, and sports fields. Made with SealTuft™ backing, Grass365! turf is 100% recyclable and boasts higher drainage capabilities than other artificial turfs on the market. Its installation teams provide artificial grass solutions to a variety of residential and commercial customers including homeowners, hotels, colleges and universities, office buildings, retail facilities, and senior living centers, offering them consultation on the best solution for what their property needs, delivering that solution, and providing its ongoing care and maintenance. Grass!365 has numerous franchise locations across the United States.

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