

PRESS RELEASE

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DRAFT: CONSUMER/ TRADE: (Print, Radio, TV/Cable, Online.)
AKC Family Dog, Animal World USA, Atlanta Pet Life, Dogster, Pet Product News International, The Canine Chronicle, Cesar's Way, All Animals, Animal Radio Network, etc.



Grass!365 is the Perfect Landscaping Solution for Pooches Everywhere Thanks to its Revolutionary New SealTuft™ Backing

Eliminate mud, lawn maintenance, and more, with an artificial grass product your pets will love that touts a specialized drainage system courtesy of an innovative new backing that is years ahead of its time.

Dalton, Georgia (JANUARY 2022) - Pets love their lawns, a little too much. Any pet owner (or pet-driven business owner, including pet boarders, doggy daycare owners, veterinarians) can attest to the ease-of-use, low maintenance, and overall enjoyment of a synthetic grass pet lawn. Say goodbye to muddy conditions after a rainstorm, and all of the mud that is tracked into the home, with a lawn that drains faster and more efficiently. Grass!365's NEW SealTuft™ backing drains over 1,000 inches per hour (more than 30 times the industry average) and has a stronger bind than standard turf. It also stands up to the needs of active pets and is much more resilient than natural grass. Forget having to refill lawn holes due to digging or resodding because of pet traffic. Grass!365 installation also results in less fleas and ticks as these critters don't thrive or multiply on artificial grass. Not to mention that Grass!365 doesn't stain or die in areas where pets use the bathroom. From enclosed residential pet lawns to dog parks to pet boarding facilities, pet owners and pet professionals are using synthetic sod pet lawns in new and interesting applications that last the test of time.



Grass!365 Pet Lawn Before and After near Lexington, Kentucky

“Grass!365 changes the lives of pets and their owners, making daily pet ownership even more rewarding. It’s easy to clean and convenient due to its minimal maintenance, no more watering your lawn, using chemical inputs or lawnmowers, and it’s 100% recyclable,” said Grass!365 CEO, Stan Pennington.

Grass!365 synthetic sod is manufactured in Dalton, Georgia, the carpet capital of the world, and features revolutionary SealTuft backing, which features sealed tufts for superior strength along with offering open drain channels that shed water faster. It differs from the urethane, 40+ year-old technology in which tufts aren't sealed together and has to be hole punched to drain, resulting in harder to clean and lesser quality drainage capability. Pet owners will love that their furry friends can pee and poop on artificial grass just like they would natural grass, as it drains perfectly and after removing the poop, in most cases, only requires a hose down to completely eliminate any other residual mess. At a drainage rate of 1,000+ inches, any required cleaning is easily flushed through the surface. Less mess and more play is what every dog owner is looking for these days.

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

About Grass365!

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, Grass!365 turf is 100% recyclable and boasts higher drainage capabilities than other artificial turfs on the market. Its thorough 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 it ongoing care and maintenance. Grass!365 has franchise locations in 19 cities across the United States.

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