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FOR IMMEDIATE RELEASE

# 4 Super Bowls in a Decade

## Surface Dominance in a world of David vs Goliath

The word “dynasty” is often used in sports when a team secures continual success. The New England Patriots are about to compete in their 4<sup>th</sup> NFL Super Bowl in last decade. The opportunity to perform in an NFL Super Bowl is the dream of many - including Turf Nation. Turf Nation is about to join the New England Patriots and perform in their 4<sup>th</sup> Super Bowl.

Turf Nation, located in Dalton, Georgia is a proud U.S.A. Manufacturer of Synthetic Turf Systems. Turf Nation, is far from being the largest turf manufacture by volume. A dedicated team of professionals, Turf Nation is determined to engineer fields that optimize sports-specific performance and maximize player safety.

Never heard of Turf Nation? That is not a surprise. However, many prominent NFL franchises, 14 of the 32 teams, play and/or practices on a synthetic turf system manufactured by Turf Nation. On February 4<sup>th</sup>, Turf Nation, its Authorized Dealers and their dedicated employees will celebrate their 4<sup>th</sup> NFL Super Bowl in the last 6-years.

Sid Nicholls, President of Turf Nation explained, “There are many good vendors in our industry, Turf Nation has manufactured 4 NFL Super Bowl surfaces in the last decade, which is double that of all the other synthetic turf vendors combined. This level of recognition is the direct result of prominent NFL clients concluding that the synthetic turf systems manufactured by Turf Nation optimize player performance and maximize player safety.”

Synthetic turf surfaces manufactured by Turf Nation have now been used in the NFL’s biggest game in the past decade as many times as natural grass. “4 and 4”, announced Nicholls, explaining that Turf Nation has manufactured 4 NFL Super Bowl surfaces, which ties it with the number of natural grass fields used in the last 10 Super Bowl games.

During past Super Bowls, other turf vendors have attempted to create an association with the Super Bowl. “Many vendors attempt to lay claim to the NFL’s biggest game. The surface at U.S. Bank Stadium, that will be utilized for Super Bowl LII on February 4, 2018, was proudly manufactured by Turf Nation and installed by Kiefer USA (a Turf Nation Authorized Dealer),” stated Nicholls.

What will Turf Nation do to promote its success? Nothing!

NFL SUPER BOWL APPEARANCES		
TEAMS		SURFACES
New England Patriots (2018, 2017, 2015, 2012)	4	4 Turf Nation (2018, 2017, 2014, 2013)
Denver Broncos (2016, 2014)	2	4 Natural Grass (2016, 2015, 2010, 2009)
Seattle Seahawks (2015, 2014)	2	1 Fieldturf (2012)
Pittsburgh Steelers (2011, 2009)	2	1 Hellas (2011)
Philadelphia Eagles (2018)	1	
Atlanta Falcons (2017)	1	
Carolina Panthers (2016)	1	
San Francisco 49ers (2013)	1	
Baltimore Ravens (2013)	1	
New York Giants (2012)	1	
Green Bay Packers (2011)	1	
Indianapolis Colts (2010)	1	
New Orleans Saints (2010)	1	
Arizona Cardinals (2009)	1	

**Turf Nation is resolute in that, “it matters what you play on”. According to the Concussion Legacy Foundation research, “1 in 5 concussions are caused by surface impact” (White Paper-Nov 2015-Concussion Legacy Foundation). Turf Nations marketing strategy is simply to build the best turf surfaces and the belief that people will ultimately demand the safest surfaces for their players and come to respect our quality. Sort of a “if you build it better, they will find you” strategy, states Nicholls.**

**It is true that association with the NFL can elevate any brand, but what if you don’t have the budget for multi-million-dollar commercials and full-page program ads?**

**“What marketing budget?” responds Nicholls, “we are not in a position to outspend our competitors, our success is based on educated clients, such as prominent NFL teams, selecting us for the right reasons – player safety and quality. We are simply grateful that people notice who we are and ultimately that it matters what you play on!”**

**So, what is next for Turf Nation? “Business never sleeps”, explained Nicholls, “While we celebrate the 4th NFL Super Bowl surface being manufactured by Turf Nation, we are focused on the successful completion of the new Minnesota Vikings practice facility – TCO Performance Center, which features multiple surfaces manufactured by Turf Nation for the new stadium, indoor fieldhouse and performance training area.”**

**What is unique about the installation at U.S. Bank Stadium? Conversion.**

**“U.S. Bank Stadium is a NFL Cathedral,” explained Nicholls, “U.S. Bank Stadium is engineered for conversion. Conversion and the resulting ability to host many different events is required to justify the investment in such an amazing facility. U.S. Bank Stadium, is not only home to the NFL Minnesota Vikings, featuring removable end zones and midfield logo, but incorporates over 50,000 square feet in the form of over 60 removable panels that allow the stadium to host, football, soccer, rugby, lacrosse and baseball.”**

**Press inquiries can be directed to Sid Nicholls – President – Turf Nation – Cell: 905-736-4000**

### **About Turf Nation**

Turf Nation has manufactured high-quality synthetic turf for numerous schools and sports teams on the high school, collegiate and professional levels. Fourteen NFL teams currently play and/or practice on synthetic turf manufactured by Turf Nation, including the Minnesota Vikings, Houston Texans, New York Giants, New York Jets, New Orleans Saints, Cincinnati Bengals, Pittsburgh Steelers, Denver Broncos, Jacksonville Jaguars, Buffalo Bills, Tennessee Titans, Chicago Bears, Arizona Cardinals, and San Francisco 49ers as well as the Pro Football Hall of Fame. Additional information is available at [www.turfnation.com](http://www.turfnation.com).

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# REFERENCE MATERIAL

## NFL SUPER BOWL surfaces in the last Decade

Turf Nation	4	(2018, 2017, 2014, 2013)
Natural Grass	4	(2016, 2015, 2010, 2009)
Fieldturf	1	(2012)
Hellas	1	(2011)

## NFL SUPER BOWL surface – By Year

<b>2018</b>	<b>Turf Nation</b>	<b>U.S. Bank Stadium (Minneapolis, Minnesota)</b>
<b>2017</b>	<b>Turf Nation</b>	<b>NRG Stadium (Houston, Texas)</b>
2016	Grass	Levi Stadium (Santa Clara, California)
2015	Grass	University of Phoenix Stadium (Glendale, Arizona)
<b>2014</b>	<b>Turf Nation</b>	<b>MetLife Stadium (East Rutherford, New Jersey)</b>
<b>2013</b>	<b>Turf Nation</b>	<b>Mercedes-Benz Superdome (New Orleans, Louisiana)</b>
2012	Fieldturf	Lucas Oil Stadium (Indianapolis, Indiana)
2011	Hellas	Cowboys Stadium (Arlington, Texas)
2010	Grass	Sun Life Stadium (Miami, Florida)
2009	Grass	Raymond James Stadium (Tampa, Florida)

## NFL FRANCHISE APPEARANCES - Last Decade

<b>New England Patriots</b>	<b>4</b>	<b>(2018, 2017, 2015, 2012)</b>
<b>Denver Broncos</b>	<b>2</b>	<b>(2016, 2014)</b>
<b>Seattle Seahawks</b>	<b>2</b>	<b>(2015, 2014)</b>
<b>Pittsburgh Steelers</b>	<b>2</b>	<b>(2011, 2009)</b>
<b>Philadelphia Eagles</b>	<b>1</b>	<b>(2018)</b>
<b>Atlanta Falcons</b>	<b>1</b>	<b>(2017)</b>
<b>Carolina Panthers</b>	<b>1</b>	<b>(2016)</b>
<b>San Francisco 49ers</b>	<b>1</b>	<b>(2013)</b>
<b>Baltimore Ravens</b>	<b>1</b>	<b>(2013)</b>
<b>New York Giants</b>	<b>1</b>	<b>(2012)</b>
<b>Green Bay Packers</b>	<b>1</b>	<b>(2011)</b>
<b>Indianapolis Colts</b>	<b>1</b>	<b>(2010)</b>
<b>New Orleans Saints</b>	<b>1</b>	<b>(2010)</b>
<b>Arizona Cardinals</b>	<b>1</b>	<b>(2009)</b>

# INDIVIDUAL QUOTES

## TURF NATION QUOTE:

"Many vendors attempt to lay claim to the NFL's biggest game. The surface at U.S. Bank Stadium, that will be utilized for NFL Super Bowl LII on February 4<sup>th</sup>, 2018, was proudly manufactured by Turf Nation and installed by Kiefer USA," stated Turf Nation President Sid Nicholls.

## 4<sup>th</sup> IN 6 YEARS:

"This is the 4<sup>th</sup> NFL Super Bowl Surface manufactured by Turf Nation in the last 6 years – the other two being natural grass. It matters what you play on, and it is great to be recognized prominent NFL clients for our high-quality turf systems," stated Turf Nation President, Sid Nicholls.

## BRAND DOMINANCE:

Sid Nicholls, President of Turf Nation explained, "There are many good vendors in our industry, Turf Nation has manufactured 4 NFL Super Bowl surfaces, which is double that of all the other synthetic turf vendors combined in the last decade. This brand dominance/insistence is based on the recognition by prominent NFL clients that the synthetic turf systems manufactured by Turf Nation optimize player performance and maximize player safety."

## TREND:

"Turf Nation has manufactured 4 NFL Super Bowl surfaces since 2012, no other synthetic turf vendor has been selected in the last 6 years. A trend that Turf Nation is very proud of," stated Sid Nicholls, President of Turf Nation.

## ONE FOR THE THUMB:

"Now we need to seek one for the Thumb!" stated Sid Nicholls, President of Turf Nation, in response to being asked about the success of a 4<sup>th</sup> NFL Super Bowl being manufactured by Turf Nation in the last six years.

## COMPARISON TO GRASS:

"4 and 4", announced Sid Nicholls, President of Turf Nation, explaining that Turf Nation has manufactured 4 NFL Super Bowl surfaces, which ties it with the number of natural grass fields used in the last 10 Super Bowl games.

## VIKINGS PRACTICE FACILITY – TCO Performance Center:

"Business never sleeps", explained Sid Nicholls, President of Turf Nation, "While we celebrate the 4<sup>th</sup> NFL Super Bowl surface being manufactured by Turf Nation, we are focused on the successful completion of the new Minnesota Vikings practice facility – TCO Performance Center, which features surfaces manufactured by Turf Nation for the new stadium, indoor fieldhouse and performance training area."

## VIKING PRIDE:

"While the Vikings will not have the opportunity to play in the Super Bowl that Minnesota will host on February 4<sup>th</sup>, the Vikings have much to be proud of regarding the future of the franchise," stated Sid Nicholls, President of Turf Nation. The TCO Performance Center (new home of the Minnesota Vikings) is a first-class, state of the art, NFL practice facility, that every NFL team will admire. "The new TCO Performance Center, will feature a new stadium surface, indoor fieldhouse and performance training area manufactured by Turf Nation," explained Nicholls. "The Viking's ownership has created a unique event center that will benefit the entire community."

## U.S. BANK STADIUM:

"U.S. Bank Stadium is a NFL Cathedral," explained Sid Nicholls, President of Turf Nation, "U.S. Bank Stadium is engineered for conversion. Conversion and the resulting ability to host many different events is required to justify the investment in such an amazing facility. U.S. Bank Stadium, is not only home to the NFL Minnesota Vikings, featuring removable end zones and midfield logo, but incorporates over 34,000 square feet of removable panels that allow the stadium to host, football, soccer, rugby, lacrosse and baseball."

## David vs Goliath:

"What marketing budget?" responds Nicholls, "we are not in a position to outspend our competitors, our success is based on educated clients, such as prominent NFL teams selecting us for the right reasons – player safety and quality. We are simply grateful that people notice who we are and ultimately that it matters what you play on!"

## AUTHORIZED DEALER QUOTES

### KIEFER USA QUOTE:

"As we work hard to complete the Vikings new practice facility, our staff will be taking pause on Feb 4<sup>th</sup> to celebrate the NFL Super Bowl. The turf surface at U.S. Bank Stadium was manufactured by Turf Nation, installed by our staff and should be a great source of pride for all involved on Super Bowl Sunday" said Kiefer USA President, Brion Rittenberry.

### MAUMEE BAY QUOTE:

"It is an amazing time for everyone associated with Turf Nation, our 4<sup>th</sup> NFL Super Bowl in 6 years," said Brad Morrison, President of Maumee Bay Turf – the Ohio Authorized Dealer for Turf Nation. "We have done so many amazing fields in Ohio to be proud of, all of our customers can be proud to have selected the same manufacturer as the NFL Super Bowl."

### AST QUOTE:

"Very proud of the Turf Nation fields we have built here in Hawaii," stated AST President, Denny Sadowski, "the fact that our firm is associated through Turf Nation with Aloha Stadium's premier synthetic turf surface for the past seven years plus multiple Hawaii State schools is something all of our employees and customers can celebrate."

### SPORT SURFACES QUOTE:

"It matters what you play on," said Robert Cohen – President of Sports Surfaces, "we have completed many amazing fields in New Mexico that were manufactured by Turf Nation. On Feb 4<sup>th</sup>, all of our clients and employees should pause to celebrate the 4<sup>th</sup> NFL Super Bowl Surface manufactured by Turf Nation – it is a big accomplishment."

### KEYSTONE CONSTRUCTION QUOTE:

"Congratulations to everyone associated with Turf Nation," said Russell Lyddane and Chris Wright – the partners of Keystone Sports Construction, "it is simply amazing to have a 4<sup>th</sup> NFL Super Bowl in last 6 years – obviously the NFL understands that, it matters what you play on."