



## 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 manufacture 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."

**Please contact Sid Nicholls with any questions:**

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