



VERDITE

The backing that boosts sustainability



HOW IT STARTED

Over the years, Turfgrass has become
a **highly sustainable product**.



We rely on energy-efficient
production processes.



We produce close
to our customers.



We integrate recycled
contents into our yarns.



We make products
that are meant to last.

But ... there was always something that
deeply bothered us: **the carpet itself was
hard to recycle**.

Why? Because the backing, which is crucial for stability and durability, was made from
different materials than the yarns that were attached to it. Think of it as **mixing black and
white**. Ultimately, you end up with grey, and after that it's impossible to get back to your
original black or white.

So, we rolled up our sleeves and created **one of the last pieces of the puzzle** ourselves.

THE MAKING OF ... **VERDITE**

THE CHALLENGE

Create an artificial grass system that's made of one material family to significantly **simplify the recycling process.**

THE OUTCOME

Our R&D center, with the help of various technology partners, developed Verdite: a mono-material backing for Turfgrass. In short, we now produce **latex-free and PU-free backings** that enable us to offer artificial grass that's strictly made of polyolefin materials. This results in **maximum end-of-life value.**

When it comes to artificial grass, uniformity beats diversity.

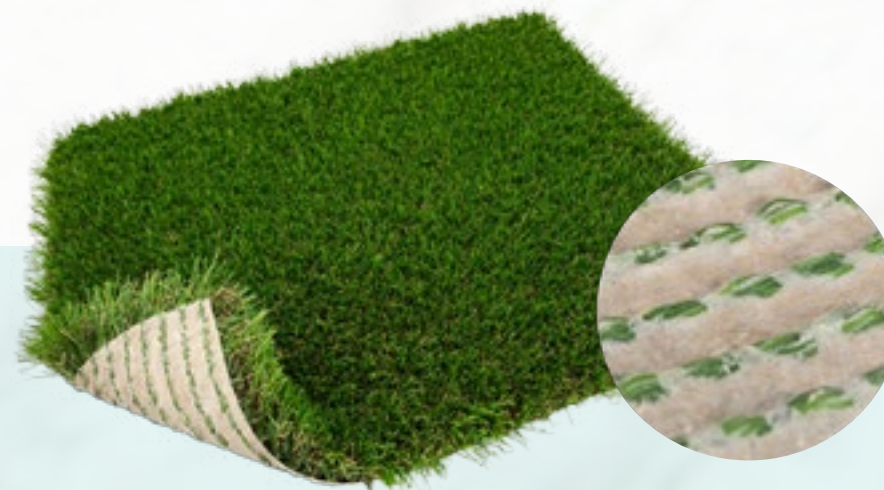


BEFORE

Yarns: polyolefins

Primary backing: polyolefins

Secondary backing: latex and polyurethane



AFTER

Yarns: polyolefins

Primary backing: polyolefins

Ecobacking: polyolefin dispersion



THE MAKING OF ... **VERDITE**

"Verdite offers clients a high-performing, long-lasting solution like they are used to from Turfgrass, but with the added benefit of **100% recyclability.**"

Maxime Vagenende

Innovation Project Manager
at Beaulieu International Group



WHY VERDITE MATTERS

It's **100% recyclable**, yes. So, whichever space you're planning to transform with Turfgrass, the turf will get a second life at the end of the ride thanks to Verdite.

But there's more. Much more.

✔ Up to 50% less material used

- reduced need for new polymers
- energy saved, emissions reduced
- lower weight to transport
- minimum waste at the end of life

✔ No microplastics release from the backing

When humid or wet, latex backings tend to release microplastics into the environment. With Verdite, pollution of our soil, waterways and oceans is history.



WHY VERDITE MATTERS

✔ Quick and easy installation

- Verdite boasts great flexibility, perfect for uneven surfaces
- same installation methods as before: same tape, same glue, same everything
- easier to handle thanks to lower overall weight

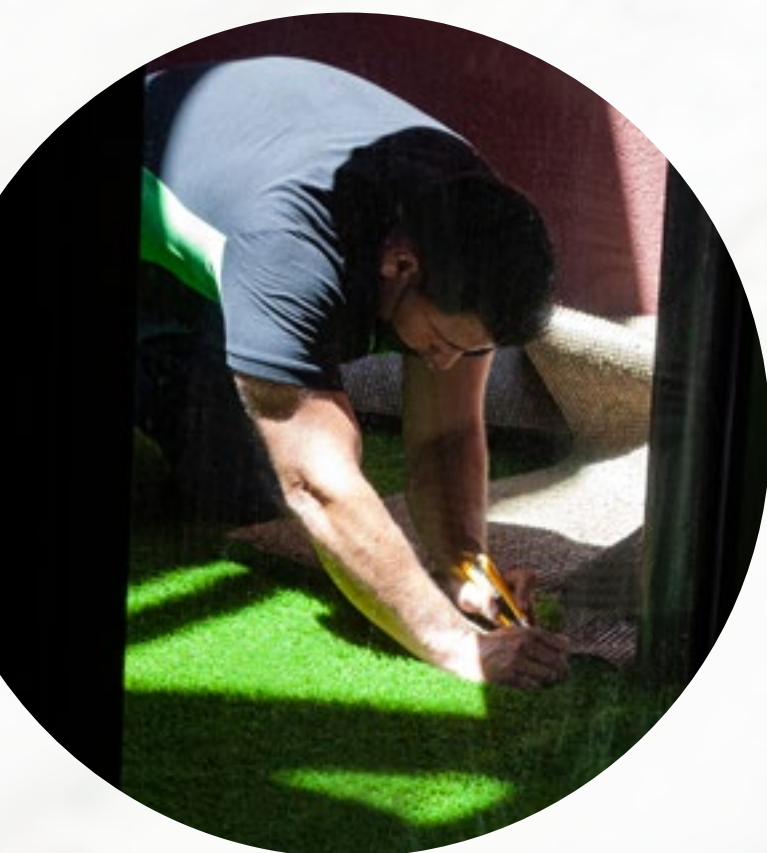
✔ Outstanding product quality and lifetime

With premium wear and tear resistance, Verdite can smoothly handle anything ... from residential gardens to high-traffic events.

Tuftlock = up to 60 Newton, withstanding over 6kg of tension

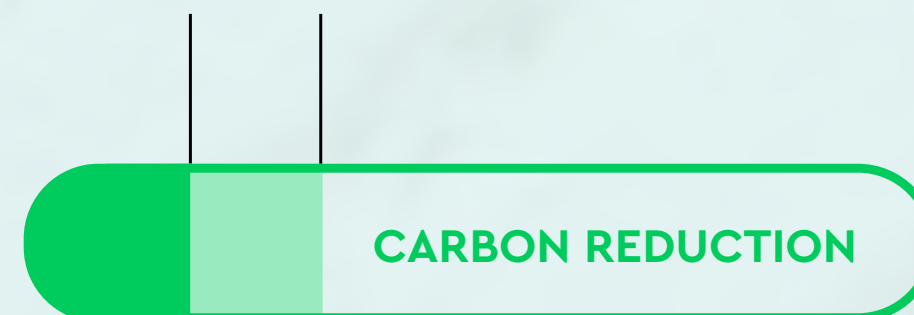
✔ Reduction in CO₂ emissions

Turfgrass offers you an effortless way of lowering your carbon footprint. For any of our turf solutions, the reduction is at least 15% compared to latex-based products. And for many, it goes up to 30%.



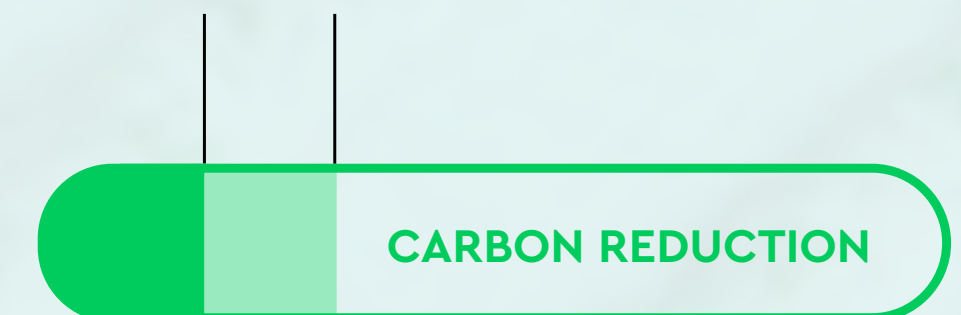
LOW-PILE GRASS

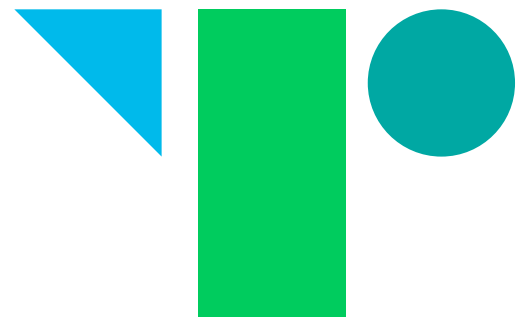
at least **18%** up to **30%**



HIGH-PILE GRASS

at least **18%** up to **30%**





TURFGRASS

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WWW.TURFGRASS.NET

TRANSFORMING
SPACES WITH
TURFGRASS

NOW MORE SUSTAINABLE THAN EVER!

