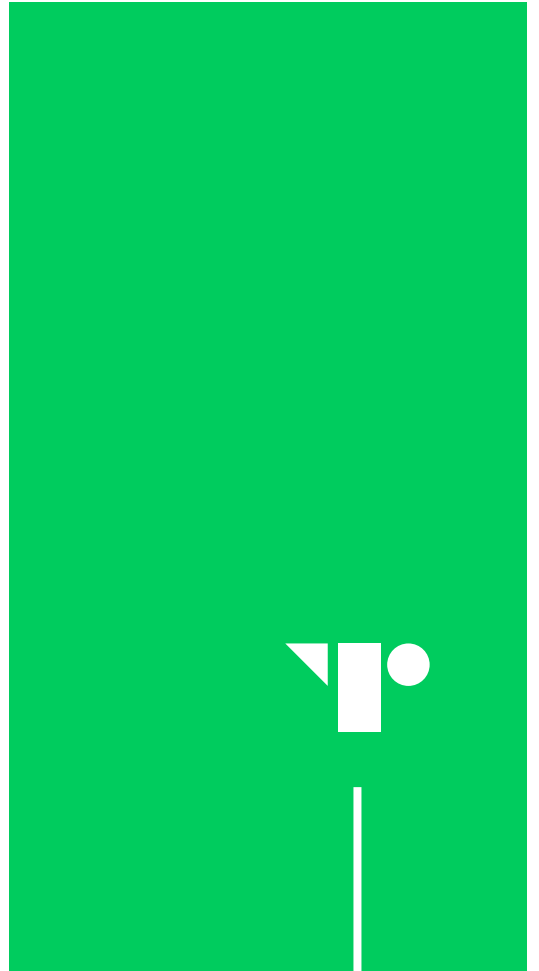




TURFGRASS



ECO BACKING

a recyclable backing for your landscape turf

ECOBACKING: a recyclable backing for your landscape turf

Have you ever wondered what's on the underside of your landscape turf? In fact, this backing plays an all-important role in terms of the recyclability, stability and durability of the turf. We have recently developed an innovative polyolefin 'ecobacking' that sets a new standard for both recyclability and performance.

A short introduction to turf backings

The underside of a tufted artificial grass carpet, also known as the backing, fixes the grass (pile yarns) with the primary backing and gives the carpet additional strength and stability. Most carpets have a double backing, which consists of:

- a primary backing, onto which the yarns are tufted.
- a secondary backing, which is applied to the primary backing as a coating.

Carpet backings can be made from various types of materials, depending upon the desired product quality and performance (heavy vs. light products, long vs. short lifetime, flame retardancy, etc.).



Recycling your turf

why the backing is key?

To ensure optimal recyclability, ideally the yarns, primary and secondary backing need to be made from the same material. However, our primary backings and the yarns that make up the turf pile side are made of polyolefins, which are completely different to the materials used to create our standard secondary backings.

Think of it as mixing black and white. Ultimately, you end up with grey, and thereafter it is simply impossible to get back to your original white or black. In terms of our turf, it means that in the end we are left with a mix of materials which cannot be recycled or reprocessed together.

Introducing ecobacking

In order to enhance the recyclability of our products, we have designed a new type of secondary backing: ecobacking. Unlike existing latex and PU backings, ecobacking is made of a polyolefin dispersion, which contains small particles from the same polymer family as the pile yarns and primary backing. By applying the dispersion onto the primary backing and then putting it in the oven, the water evaporates and the polymer particles melt, which in turn binds the fibres to the backing.



SIGNIFICANT BENEFITS

Our new ecobacking offers a range of significant benefits compared to alternative backings:

Benefit #1: higher recyclability

Ecobacking consists of a mix of PP (polypropylene) and PE (polyethylene). Although these are both part of the polyolefin family, it is still not possible to refer to it as 'mono-material'. But since the ecobacking and primary backing both consist of polyolefin material, the carpet's recyclability is nevertheless significantly improved.

Benefit #2: less material is used in production

We use up to 50% less material in order to produce our ecobacking.

Benefit #3: premium stability and durability

Thanks to the greater flexibility of the polyolefin backing, the carpet adapts even better to surfaces that are not 100% even, thereby ensuring a quick and smooth installation. Moreover, different tests have shown that our ecobacking performs better than Latex, same as PU in terms of dimensional stability, durability, and pile retention strength than both the marine backing and PU backing.



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Turfgrass can assure the highest quality as we work only with the most advanced materials on the market. We produce our own yarns and by combining manufacturing operations with sourcing of materials and distribution, we ensure that our artificial grass meets and exceeds the expectations of our customers.



A new lawn is an investment that will last many years. And to enjoy it all those years, a perfect installation is just as important as a high quality product. That's why we have built a network of certified installers and dealers who have been trained in our Grass Academy to ensure that buying and installing grass is a pleasant and worry-free experience.

When you choose a Turfgrass certified installer you can feel confident that you are choosing a partner who's committed to your satisfaction.



Turfgrass is part of the Beaulieu International Group, a renowned international floorcovering group with headquarters in Belgium and a solid market position producing raw materials and intermediate goods and offering an extensive range of perfectly finished floorcovering.



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