



## **PRESS RELEASE**

**Dendermonde, 27 october 2009**

### **Cooperation Desso Sports Systems and FIFA**

#### **Desso Sports Systems becomes FIFA Preferred Producer for Football Turf**

**World football's governing body FIFA and Desso Sports Systems will be collaborating closely with regards to Football Turf pitches. The collaboration aims to promote artificial grass for football, and to establish one international quality standard for artificial grass. The contract with Desso Sports Systems fits in with FIFA's long-term vision to further improve and promote artificial grass for football, both on a professional and a community level.**

#### **FIFA in favour of Football Turf**

The collaboration seeks to create football fields that meet the optimal requirements of professional clubs *and* the sport in general. As a result, communities or football clubs that have a field installed by a FIFA Preferred Producer will be assured a high-quality field by a reliable supplier.

The contract is a logical continuation of both FIFA's drive to stimulate artificial turf pitches from a cost-and quality perspective and Desso's commitment to develop and produce quality sports fields through constant innovation.

#### **Desso Sports Systems: 30 years of international experience with artificial grass**

Desso Sports Systems is internationally known as the innovative artificial grass specialist. With its focus on R&D, own production of artificial grass fibres and an installation and maintenance department, Desso has gathered unique international experience of projects for both top clubs and communities. Thanks to its unique combination of knowledge and experience, Desso Sports Systems is able to commit itself as a FIFA Preferred Producer to meet the stringent requirements of FIFA.

#### **Desso GrassMaster in the picture for WC Football 2014**

The reinforced natural grass system Desso GrassMaster also received extra attention over the last few days.

In the framework of the World Cup 2014, a delegation of Brazilian architects is currently visiting Belgium. The architects, who are responsible for the design of the World Cup stadiums and training centres, were invited by the Belgian Sports Technology Club. They are visiting a.o. Desso Sports Systems and the Desso GrassMaster pitches of Arsenal and RSC Anderlecht.

Not surprisingly, these pitches were recently voted into the top 10 of best European stadium pitches by various media. Five of the ten awarded pitches are Desso GrassMaster fields.

#### **About Desso**

Desso Sports Systems is the market leader in sports fields. The company annually produces 3,000,000 m<sup>2</sup> of artificial turf for football, tennis, hockey and rugby pitches. The reinforced natural grass system, Desso GrassMaster, is also an international success with professional and amateur football clubs.

Arsenal FC, Liverpool, Tottenham Hotspur, Real Madrid, AZ Alkmaar, PSV, Feijenoord and RSC Anderlecht are among the elite teams that play and/or train daily on a Desso grass surface. Desso Sports Systems is part of Desso.

#### **For more information**

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