

Sustainability of fieldturf and astroturf



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What is an Artificial Turf?

Artificial turf is a surface of synthetic fibers made to look like natural grass. It is most often used in arenas for sports that were originally or are normally played on grass. However, it is now being used on residential lawns and commercial applications as well. The main reason is maintenance—artificial turf stands up to heavy use, such as in sports, and requires no irrigation or trimming. Domed, covered, and partially covered stadiums may require artificial turf because of the difficulty of getting grass enough sunlight to stay healthy. (Wikipedia, 2019)

Artificial turf first gained substantial attention 53 years ago in 1966, when it was installed in the year-old Astrodome. The specific product used was “ChemGrass”, developed by Monsanto and rebranded as AstroTurf; this term since then became a generic trademark for any artificial turf throughout the late 20th century. AstroTurf remains a registered trademark but is no longer owned by Monsanto. (Wikipedia)

Today with a growing population and needs, we need to be more respectful of the environment and search for new ecological solutions that will allow us to continue our development without destructing our planet. Sports Grass pitches have always been part of our life since more than 1 century and it was more and more famous over the years thanks to many sports that became really trendy like Football, American Football or Rugby.

Unfortunately using a real grass pitch seemed to be more and more complicated depending of the region, sometimes because all the meteorological conditions were not sufficient for the grass so it couldn't

really last and be used over the years, sometimes because a real Grass pitch need a lot of maintenance and need to be treated with attention and finally the most known problem, a natural pitch have several big costs that not anyone can carry.

Now with the apparition of artificial grass, those 3 main problems are resolved, this technology can be installed anywhere in the world without no problem, cost a lot cheaper than natural ones and don't require that much maintenance.

After years and years of research, Artificial grass has changed a lot, it is becoming more ecologically friendly, except the fact they have a better life cycle and recycling, Turfs have now Label of Certifications they need to respect in order to be used, mostly because raw materials used for the grass comes from different places, the most important part being those small black granules that are the central material of the pitches. As they are made from used tires, people were really septic about their effects, many studies showed that they were responsible of cancers and other sickness.

To meet global demand needs these countries have started using certificated artificial(synthetic) turfs as opposed to the natural grass or the firsts generation of artificial turfs that is causing problems like cancers and many other problems.

Sustainability focuses on meeting the needs of the present without compromising the ability of future generations and both of the brand's FieldTurf and AstroTurf possess factors and third-party certifications that make their products or brand sustainable.

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Shared characteristic and Marketing of FieldTurf and AstroTurf:

Both of the brands have respected a minimum in term of sustainability, they are 100% naturals and organic, in term of security, the grass is fire resistant, heat power effects reduction.

FieldTurf pitches are 100% recyclable, AstroTurf pitches are not as the first brand because only a part is recyclable.

Nowadays people encourage the existence of those artificial surface because of their fast implantation in the big cities, because of how they push people to pratique more sport but also because of their reduced cost compared to natural pitches that are really expensive in certain regions and need a maintenance.

Big institutions are equipped by those companies like FieldTurf, of course not for their main playing ground but for their young teams and training centers.

In the website we can see that they have listed their famous customers.

Types of third-party certification:

Both AstroTurf and FieldTurf have respected the most important certification that is the FIFA Preferred Program, but the second one is also certificated by the Rugby International Association.

The FIFA Preferred Producer initiative is part of the FIFA Quality Concept for Football Turf. The aim of the initiative is to increase the quality of football turf at all levels world- wide and to protect end consumers when they buy an artificial pitch (FIFA Report)

To become a FIFA certified seller, those companies need to respect a number of requirements, an history of all the pitches they made, an installation and a maintenance of quality and the respect of the environment.

Through performing the points mentioned above the two artificial turfs producers help to meet six of the seventeen sustainable development goals

1: no poverty, everyone in the world can finally play with good condition, not on a sand and rocks made pitch

3: good health/wellbeing, In comparison with the low quality pitches, the certified don't cause cancer and other illness

8: decent work and economic growth, Footballers in poor countries can finally play in normal conditions, people are used to see European pitches but in Africa and Asia, some professional players are still working in very very poor conditions

9: industry and innovation, This technology allow any region, without taking in count the bad meteorological conditions, to have perfect and useable pitches

12: responsible consumption, Artificial pitches require 63 times less water per year than Natural Grass pitches.

13: climate action, When they become old, the pitches are removed and recycled with removing all the plastic to respect the environment and so the climate action.

Artificial Grass Turf Life Cycle Analysis (LCA)

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1. Material FieldTurf
and
AstroTurf
are both
certified by
the FIFA
Preferred
Program,
only the
first brand
is certified
by Rugby
Internation
al
Association,
that means
those
manufactur
ers respect
many
regulations
concerning
the
production,
installation
and the

sustainability of their products so they can be sold.

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2. During the Production manufacturing process there are three aspects to turf construction - Fibre Production, Tufting, and Coating. We control all three aspects of the value chain. Nothing is left to a

third party.

Nothing is

left to

chance.

This

provides

you with a

level of

quality

assurance

that simply

cannot be

matched.

(FieldTurf)

Many

company

preferred to

produce the

grass in big

plantations

in main

Europe and

USA.

3. There is

Transportat two ways,

either they
choose to
install a
pre-
installed
grass ready
to be fixed,
or they can
create one
and so they
only bring
ion raw
materials
and
equipment

Both
solutions
are
transported
by boats,
planes, vans
and trains.

4. FieldTurf
Marketing and
and Sales AstroTurf

are really
aware of
the
opportunity
they have
on the
market that
is why they
have really
good
websites
with a lot of
media to
show their
products, to
explain the
historic of
their
company
and how
they deal
with
sustainabilit
y.

More they
use a
portfolio of
serious
customers
as Many
American
Universities
playing in
important
leagues
decided to
trust
AstroTurf,
and
European
Football
Teams
have their
Training
Center
Pitches
made by
FieldTurf,
the British

provider.

Once ready
to be used,
those
pitches give
the chance
to many
people and
young kids
to practice
a sport they
like or to
train often
with a
team.

5. Use

6. Disposal The two
companies
here
respect a
minimum in
term of
recycling
their pitch,
after a 8 -

12 years
period they
need to
recycle
many nylon
and other
material
and in
many case
the small
black
granule
need to be
removed as
their made
of car tires.

I
recommend
the first
Brand
FieldTurf
because
they are
certified by
more

institutions
and
because
they are
made in
Europe
where there
is more
environmen
tal
regulations
than USA,
also
because of
the method
created for
installation
and
disposal,
one other
point is that
AstroTurf
should give
more
information
concerning

the
sustainability
of the
company,
they are
more
precise on
the
marketing
of their
products.

In conclusion

Those 2 rival manufacturers are proposing products of high quality, made of organic and respectful of the environment, they are always searching for new opportunities and innovations to make their technology better, they are both certified by International Labels, and became suppliers for some important Institutions as Universities or Professional Teams.

Their Marketing is very good and allow them to be very close to their customers via very well detailed websites with all their products and how they are different.

But for providing more certifications and more details about the sustainability of their products on their website comparing to their rival, also for being supplier of professional English Teams of Football and Rugby,

FieldTurf is chosen as a superior Brand to AstroTurf and even though they are the first creator of this technology 60 years ago.

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