



Association of Synthetic Grass Installers

## Artificial Turf Installer Association Encouraged By Demands for CPSC & EPA Study of Lead Concerns

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The CPSC & EPA announced their participation in assessments of the claims of risks using artificial turf yarns due to high lead content. To spite what appears to be negative attention from federal agencies, the market is confident & business is good!

*"ASGi is embracing the opportunity our industry has been given to work closely with US agencies as they fill the gap of missing science, outside of the boundaries of our own industry's influence, to validate the safety and value of our existing solutions," states Annie Costa., Executive Director of ASGi. "It's encouraging to have the support, driven by market demand."*

To spite the recent flurry of negative press and announcements of CPSC & the EPA to begin studies of the claims there might be hazards associated with using artificial turf, market demand grows. ASGi members report that they continue to secure new business and installations are moving forward on existing contracts. [20% p.a. - AMI Research]

*"In California, over 20 million square feet of artificial turf was installed in 2007. Having a beautiful lawn is an American dream and people want the option to use artificial grass because it solves so many issues. Isn't that reason enough to validate its safety and efficiency to the public?" states Costa. "The artificial turf market is looking forward to a very bright future."*

Artificial turf has helped to reduce the use of irrigation water, hazardous lawn care chemicals, emissions from lawn equipment, dust, erosion, pests and beautify the sites that it also helps to stabilize. It fills the need of property owners that want to use natural grass and can't due to a host of valid reasons including extreme sun, shade or soil conditions, water pressure, cost or shortages, extreme slopes, environmentally sensitive areas (lakes, streams) and personal issues, such as allergies or access restrictions;. Artificial turf projects can be engineered to be ADA compliant and fall-zone safe and of value to both public and private schools and daycare.

*"Artificial turf was introduced in the mid-1960s and has a safe and effective health and environmental record. Every decade since, evolving health and environmental sciences have published revised standards of safe practices or enacted amended legislation to keep up with new findings." stated Costa.*

*"Our materials suppliers keep step with those developments and we are confident that the safety and effectiveness of our market's existing solutions meet or exceed published standards."*

ASGi, the Association of Synthetic Grass Installers, founded by installation professionals in 2007, is committed to promoting the use of and providing safe and effective guidelines for the installation of artificial turf landscape and leisure sports solutions for residential and commercial projects. Content-rich public pages, complete with free guides, updated studies, current news and reports at <http://www.asgi.us>