

The Grass Yarn & Tufters Forum 2010

Technical developments and trends



*Images courtesy of Dow, Shaw Sportex
& TenCate Grass*

9-11 February 2010

*Austria Trend Savoyen Hotel,
Vienna, Austria*

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Austria Trend Savoyen Hotel, Vienna, Austria

Join us in Vienna for AMI's 4th Grass Yarn & Tufters Forum, the international conference looking at the trends and developments in the artificial grass market. The Grass Yarn & Tufters Forum 2010 will provide a unique global forum to discuss the current state of the market, look at the potential growth prospects and drivers and examine recent product and technological developments.

'3rd generation' artificial turf is accepted as approaching, or even exceeding, the performance of natural grass and now a series of developments are underway that constitute '4th generation' products.

Even though artificial grass pitches are now endorsed by the governing bodies of various sports, there is still some scepticism, and concerns about safety, quality and long term performance of the systems being marketed. There is a constant search for improvements or ways to differentiate one brand of artificial grass system from another.

The industry has seen high growth rates approaching a global average of 20% over the last 5 years and, despite short term weakness, continues to be a sensible place for politicians, educational and sports authorities to commit funding. Few other areas in the textile of plastics industries have seen such growth rates in the same period. Concomitant with strong growth have been changes in the types of polymers used from the original polyamide to the now dominant polyethylene, new formats / designs of the yarn and system design.

The high growth rates and changing technologies make artificial grass a dynamic industry with good growth prospects for the future, but with some difficult challenges, and some prospects of consolidation. The Grass Yarn & Tufters Forum 2010 will give delegates the opportunity to discuss the issues facing the industry and gain understanding of the opportunities and threats facing the business.

CONFERENCE HOTLINE

Call Jenny Skinner, Conference Organiser
or Maud Lassara, Senior Conference Organiser
on +44(0)117 924 9442
or fax on +44(0)117 311 1534
email: js@amiplastics.com or ml@amiplastics.com
for further information about this event

See the latest programme and conference speakers at:
www.amiconferences.com



Tuesday 9th February 2010

17.00 Registration
18.00 – 19.30 Cocktail Reception
There are no conference sessions on this day

Wednesday 10th February 2010

08.00 Registration and welcome coffee
08.50 Opening announcements

SESSION 1: PERSPECTIVES ON SPORT NEEDS

- 09.00 **FIFA quality concept for football turf**
Mr. Dominique Boyer, Head of FIFA Quality Concept,
and Mr. Johannes Holzmueller, Manager FQC,
FIFA, Switzerland
- 09.30 **Synthetic turf quality and player feedback**
Mr. John Baize, Managing Director,
ACT GLOBAL SPORTS, United States
- 10.00 **Maintenance of infilled artificial turf**
Mr. Nick Harris, Sales Manager,
TECHNICAL SURFACES LIMITED, United Kingdom
- 10.30-11.00 Morning coffee
- 11.00 **Cooling playing surfaces through controlled evaporation**
Dr. Taichi Tebakari, Associate Professor,
TOYAMA PREFECTURAL UNIVERSITY, Japan
- 11.30 **Safety and athletic performance of synthetic turf surfaces**
Dr. Phil Stricklen, Director of R&D,
SHAW SPORTEXE, United States
- 12.00 **Competitive dynamics-segmentation & positioning**
Mr. Jon Nash, Research Manager,
AMI CONSULTING, United Kingdom
- 12.30 **The evolution & the role of ESTO - the European Synthetic Turf Organisation**
Mr. Albert Prisse, General Secretary,
ESTO, Belgium
- 12.45- 14.15 Lunch

SESSION 2: INFILL, BACKING & SHOCK PADS

- 14.15 **Advances in backing systems for artificial turf**
Mr. Larry Mobley, Senior Development Specialist,
THE DOW CHEMICAL COMPANY, United States
- 14.45 **Further developments in artificial turf infill**
Dr. Susanna Lieber, R&D Manager,
MELOS GmbH, Germany
- 15.15 **Cryogenic rubber infill performances for artificial turf sport fields and future developments**
Eng. Vasco Pampulim, Director R&D,
RECIPNEU, Portugal
- 15.45 – 16.15 Afternoon tea



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16.15 **TenCate achieves significant advantages in backing solutions for synthetic turf**
Mr. Antoine Engels, Senior Sales Manager,
TENCATE GRASS EUROPE, Netherlands

SESSION 3: TESTING & STANDARDS

16.45 **Evaluation of the effect of design variables in the abrasiveness of artificial turf**
Mrs. Mercedes Sanchis, Researcher,
INSTITUTE OF BIOMECHANICS OF VALENCIA, Spain

17.15 **Standards for sports surfaces including latest changes to FIFA's requirements**
Mr. Alastair Cox, Director,
LABOSPORT, United Kingdom

20.00 Conference Dinner in a local restaurant

Thursday 11th February 2010

08.30 Registration and welcome coffee
08.50 Opening announcements

SESSION 4: YARN & TUFTING DEVELOPMENTS

09.00 **Innovative extrusion and twisting technology for artificial grass**
Ing. Chiara Contri, R&D,
SIMA GROUP, Italy

09.30 **Innovations in tufting machinery**
Mr. Todd Bradley, Technical Sales Representative,
CARD-MONROE CORP, United States

10.00 **Latest innovations for efficient and market-orientated production of artificial grass on allma cabling and twisting systems**
Mr. Juergen Hartmann, Sales Area Director,
OERLIKON SAURER, Germany

10.30 – 11.00 Morning coffee

11.00 **Advances in artificial grass yarn technology and its end user value**
Dr. Peter Sandkuehler, Application Development Specialist,
DOW CHEMICAL IBERICA, Spain

11.30 **Metallocene polyethylene for synthetic turf yarns**
Mr. Romain Luijckx, Development Engineer and Ms. Barbara Mandard, European Marketing Manager PE Film & Fibers,
TOTAL PETROCHEMICALS, Belgium

12.00 **Driving end-user value via innovation and warranty**
Mr. Frans Harmeling, Product & Development Director,
TENCATE GRASS EUROPE, Netherlands

12.30 **Synthetic football pitch performance - the impact of yarn on system performance over time**
Ms. Davida Decorte, Manager Product Development,
BONAR YARNS, Belgium

13.00-14.30 Lunch & conference ends

AMI reserves the right to alter the programme without notice

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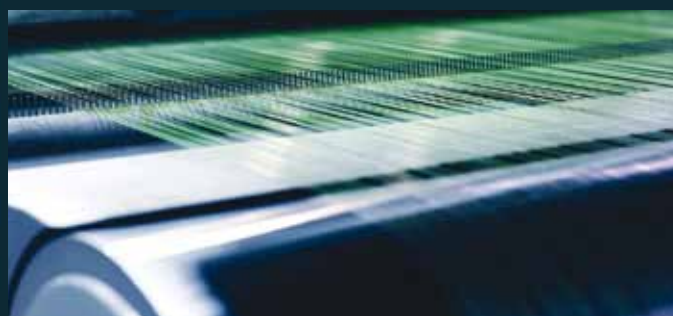


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5 REASONS WHY YOU SHOULD ATTEND:

Get unrivalled insight into the key business issues facing the industry today

Learn about the latest technical developments from around the world, their implications for product performance and profitability

Ensure your developments meet the aspirations of the most demanding end-users

Benchmark your company's performance against those of other leading players in the industry

Network with our senior delegates and speakers from Europe, the US, Middle East and South East Asia

