



Engineered
to move you





Feel the heat



Players, a ball, a field, spectators. That's all it is. And yet...

Whether it's children playing in the street or world class stars in million dollar stadiums:

something magical happens.



Winning and losing, falling and trying again, pushing yourself as far as you can, crying and rejoicing:

sport is just like life itself.

Nothing moves so many people, both on and off the field.



Passion is the common thread that brings people together, crossing all boundaries

of class, status, language and country.



That passion is also our passion. Together we can make it happen. Feel the heat.



We share the same passion

Everybody looks at sports in a different way. The player. The trainer. The proud father on the sidelines.

The club chairman. The investor. The manager. The policy maker. The groundsman...

However you look at it: you want to know more about the fundamental nature of sports.

What makes it possible for many people to enjoy it year after year? That's the question that Desso

Sports Systems has been studying relentlessly for more than 25 years. Immersing ourselves in the world of sports, driven to go to the limits and beyond.

What do we do? We design and develop artificial turf playing surfaces for football, American football, rugby, hockey and tennis. We control the process right down to the last millimetre, from our own in-house high tech R&D for tailor-made products, to professional installation and aftercare, around the world. We started as a pioneer in Europe in artificial turf technology.

Very soon, we grew to become an innovative leader. Today, we are the premier partner

for the sportsmen and women and the decision makers who have, like us, the passion to succeed.





Think beyond limits



What are you dreaming of? Is it a stadium filled to capacity, where the enthusiasm is something you can almost touch? Or is it young talent from your own benches whose potential bursts out at the sound of the first whistle? Maybe you dream of pitches that are always in top condition, but easy to maintain? Or of facilities that can be used intensively, for sports and for other events, as well? Do you want to create a new landmark in your town, your region? Go ahead and dream. Today's dreams can be tomorrow's reality. Your project could develop the sports potential of many people.

Dare to dream.

For more than 25 years, Desso Sports Systems has been meeting people with aspirations. Some of them are involved with professional sports, others with national, regional or local sports clubs. Others are linked with universities and schools. Many are government policy makers and private business people. Desso has helped them realise that there's no reason why dreams can't become reality.



IMAGINE

How do you support high ambitions?



What does RSC Anderlecht dream of? The 29-time Belgian champions and 7-time European finalists (with 3 Europa Cups to show for it) want to get back to the top of the international ranks. So the team is training intensively and refining its technique further, aided by professional video analysis of their performance. They understand that if you want your team to have a successful future, the young, upcoming talent needs all the chances it can get. Imagine how that potential can develop on pitches that are technically perfect?

Invest in the future

Desso Sports Systems knows what drives ambitious clubs. RSC Anderlecht chose a plan for the future based on youth combined with high-tech solutions. The positive feedback from winning clubs, such as Tottenham Hotspur, Feyenoord and Arsenal confirmed RSC Anderlecht's choice of Desso Sports Systems. And now another big dream is already in the works: Anderlecht's new RSCA Youth Centre.

CREATE

Training, playing and rehabilitating on a pitch of consistent quality

In 2006, RSC Anderlecht's main training pitch was kitted out with Desso GrassMaster, a combination of natural grass reinforced with artificial grass fibres. That same quality product was also installed in the stadium. Starting in 2007, the new RSCA Youth Centre is being built. In phase one, it will have both an outdoor and an indoor artificial turf pitch.



3F 'Fit for the Future'

Artificial turf has been installed around the sidelines and the warm-up areas, making them ideal for substitutes to limber up. Helping injured players to get back into playing form also requires the right surface. Within the Desso 3F Fit For the Future programme, we developed a project to optimise artificial turf for player rehabilitation. In this venture we are assisted by the club's medical staff and the Kinetics Studies department of the University of Ghent.

SUCCEED

More enthusiasm, intensive use, sold-out stadiums



The new facilities have made it possible to play more games, to train more often, and always on the same technically-perfect pitches. The level, stable artificial turf is perfect for technical football. The young talent is able to train and play on a professional-quality pitch, making the transition to the first team as seamless as possible.

A commercial success

All of the pitches are used to the maximum. And the commercial returns are not limited to sports, either. The stadium can also host various events, just like the Parken Stadium in Copenhagen, for example. In just a few days, that UEFA 4* stadium (41,752 seats) was transformed from a football stadium to a racetrack and then to the site of a massive U2 concert. The 'suits' were very pleased.

INSPIRE

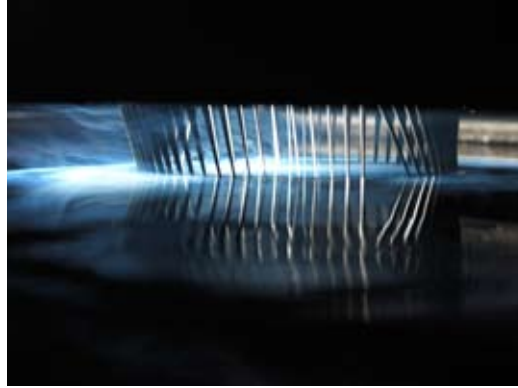
A resilient surface for the future

Better game quality. Better technical performance. New enthusiasm. It's also the best surface for the youth players to develop on. The young blood can flow through to the big leagues! Many other clubs who share a vision of the future for the young players, such as VFL Wolfsburg and Real Madrid, echo that sentiment and, with the help of Desso, have made it a reality.



Interactive and innovative

For Desso Sports Systems, the game isn't over when the installation is finished. The collaboration goes much further. The evolution of the fields is monitored closely and every lesson learned contributes to the further development of artificial turf technology.



Take pole position



Investing in the future requires vision. Everyone involved looks through his or her own lens. It can require numerous consultations – at many levels. Heated discussions, strong arguments, audacity and action strength.

Take all the time you need. Desso Sports Systems is a reliable partner who will stand by you every step of the way. A partner with the expertise and experience you need to create the best solution, with the help of experts from a wide range of specialty areas, as the need arises.

Feel the power of innovation

For a quarter of a century, Desso Sports Systems has been taking the lead in innovation. Driven by decision makers who have set the bar very high. All of that experience is pushing the evolution of artificial turf technology into unexplored terrain. This benefits the clubs - amateurs just as much as professionals. It's like car racing, where innovations percolate through the automotive industry.





IMAGINE

How can you keep young talent in your club?



Take field hockey, for example. A lot of clubs dream of training on a water-based artificial turf pitch, the high quality, relatively expensive surface used for top-level games. Wouldn't it be great if financial restrictions didn't stifle that dream, thus enabling young players to stay in your club and advance in their sport? Many renowned clubs, led by the Dutch hockey team, already know that Desso Sports Systems can provide a solution.

Driven by a passion for innovation

Desso Sports Systems has taken the lead in the development of artificial turf for hockey at both professional and club level. Our experience has enabled us to discover other needs as well, prompting our search for a new type of field hockey field that combined the benefits of a water-based field with the cost of a sand-based pitch.

CREATE

Outstanding playing characteristics

After intensive research and countless tests Desso Sports Systems introduced the semi-waterbased pitch. It has the same outstanding playing characteristics of a water-based field and an attractive price tag. The fields are only watered for matches. Training sessions can do without. HIC Amstelveen, MOP Vught, BHBC Breda and many, many others can confirm that.



Arm-in-arm with the client

The semi-waterbased pitch is a perfect illustration of what's important to Desso Sports Systems. Listening to a club's needs and then creating the ideal solution for them without sacrificing any of the playing characteristics and durability.

SUCCEED

Top performance



The Dutch hockey team has been victorious in countless international tournaments on Desso artificial turf. There are many clubs that have seen their membership, ranking and spectator attendance go up in partnership with Desso Sports Systems.

A win-win decision

Artificial turf leads to fast and exciting games that thrill spectators and contribute to a dedicated club membership. With that sort of spirit, club managers can ensure a promising future for field hockey.

INSPIRE

Sport to a higher level

The introduction of sand-based artificial turf for hockey, which Desso Sports Systems pioneered and promoted, has taken the whole sport to a higher level. More and more young people are getting excited about top-level hockey. Desso's sand-dressed artificial turf fields are quickly gaining ground especially in hockey-loving England.



From the field to the R&D lab and back

Desso Sports Systems keeps a close eye on what happens on playing fields everywhere. Many at Desso are active players and, with the passion of professionals, what they learn first hand, together with feedback from clients, is passed on to our R & D lab where it is incorporated into our constant search for improvement.



Control the game



The new facilities have been completed; the new field has been installed. Is that the end of the story? Far from it. It only becomes reality when it's put into use and generates more enjoyment, better performance and motivation for the players.

Success can be measured in many ways - better training and competition capacity, more intensive use, growing numbers of club members and spectators, more efficient maintenance and other factors that combine to increase the return on investment.

Long-term partnership

The only real success is durable success. Desso Sports Systems continues to monitor your experiences after the installation and to provide assistance, such as advising on the best maintenance programme. Pitch monitoring is a vital source of information for further product improvements and development.





IMAGINE

CREATE

SUCCEED

INSPIRE

How do you maximize the sporting experience?



Football and baseball: two team sports that the 1,500 students of the International School of Brussels (ISB) love to take part in. Sport is very important at the school. But natural grass suffers under the force of the charging young bucks. And there is only so much room available. The school wanted pitches that were always at the top of their game and could be played on intensively. Was that possible? It was. Desso Sports Systems guaranteed it.

Intensively multifunctional

American football and rugby: would that be possible, too? Yes it is. Indeed. Desso Sports Systems is often faced with such a multifunctional challenge, where many sports are being played on a single field: e.g. American football, football and lacrosse at Invesco Field at Mile High stadium, home base of the Denver Broncos. A single space can even have different functions, like a moveable football pitch for an events hall. It can be installed quickly and then removed for other indoor activities.

One pitch, several sports

A single pitch sharing football and baseball, scoring highly throughout the year? For ISB, Desso Sports Systems recommended an extremely durable artificial turf capable of meeting the needs of several different ball sports. The double lines and the portable pitching mound made it possible for football and baseball to be played on the same field.



After four years: the sequel

And the ball just keeps rolling. In 2005, the school's positive experiences with the football/baseball field were given a sequel. A multifunctional artificial turf system was installed that had no trouble at all dealing with football, American football and rugby. The durable resiliency of the artificial turf fibres will ensure years of unlimited playing pleasure.

Intensive use, increased attractiveness



Are the artificial turf fields used a lot? You bet. During school hours they are fully booked for training and games. Playing pleasure is increased thanks to the excellent ball/grass interaction and the reduced risk of injury.

A textbook case

Having good sports facilities increases the attractiveness of a school, both outwardly to the community and inwardly to the school itself. Now international competitions are also being held on ISB's technically perfect pitches. The multifunctional and intensive use means that this investment has led to excellent returns in all areas.

The neighbourhood follows...

Success is contagious. It's certainly the case within the Desso Sports Systems network. The ISB project has begun to attract followers from around the world, even for modest neighbourhood sports projects. It inspired the ISB management to throw its doors open to the surrounding community outside school hours. Sports clubs from the neighbourhood can use the fields throughout the year.



It only takes a spark...

Sport brings people together. This project shows that the dream (and the enterprise) of a single school can light a spark of sports enjoyment in the surrounding neighbourhood – and far beyond.



Be inspired



Daring ideas. Strong creations. Successful projects. It brings out the best in people. You can compare it with the atmosphere of top competitions, the unique moments when players and fans go to extremes. A feeling of pure adrenalin long after play has stopped. Both on the field and off.

That's the kind of energy you will find in the Desso community, where clients share their ideas and experience. Every project, every success inspires others. The professional club with its ambitions, the 'groundsmen of the year', the investor who dreams of having a sports facility and an events centre, a school with vision...

Unique source of inspiration

Our 25-years-and-counting of experience in the field is a unique source of expertise. And that source is being updated every day: by monitoring everything that's going on in the field; through dialogue with clients around the world; through feedback from the players themselves, and through collaboration with experts in a wide range of areas. This strategy has led to the development of new testing methods. In collaboration with the University of Ghent we have created the sliding tester, a unique tool for developing the best football pitches.



IMAGINE

How can you make the outdoor season last longer?



An amateur sport, a growing number of players and a lively club membership: inconceivable without the proper facilities. How can you make it possible for the maximum numbers of people to get involved? How can you extend the outdoor season in one fell swoop? How can you increase the options available to a small club – or lower the costs for a large one?

The heart of the matter

Desso Sports Systems was one of the first to notice the increased interest in tennis, and began researching the ideal playing surface. A surface that was up to the challenge of intense training and play, that was comfortable for the body, had the best playing characteristics and could be played on in any weather.

CREATE

State of the art tennis pitch

This led to a unique artificial turf fibre being developed. It's a fibre that always springs back into place and actively enhances play experience year after year, without splitting or felting. The players, coaches and managers will tell you that the secret is in the grass.



By players, for players

Many Desso personnel, who are themselves tennis players, often move from the workplace to the tennis court with a racquet in their hands. This gives an added dimension to their relationship with clubs and players: a success to which more than 1,000 Desso tennis courts in the Netherlands bear witness.

SUCCEED

Durably secure



The large tennis court complex at Welgelegen Sport Park in Rijswijk (NL), with its 27 courts is a good example. Most of the courts are booked for the whole year and this gives a high degree of revenue security for the owner. The durable quality of the Desso artificial turf courts makes it possible to delay replacing them for much longer. That's an important consideration for a business.

Operational benefits

When used intensively for practice, Desso courts really come into their own. It's no coincidence, for example, that Desso artificial turf courts have been laid at the Queens Tennis Club in London (UK). They are always ready for a game, and respond with typical British resilience to the vagaries of the weather gods.

INSPIRE

Attractive clubs

Many more veterans (55+) are also finding their way to the tennis club. The club in Boxmeer (NL), for example has more than 150 players. They are especially appreciative of the joint-cushioning surface characteristics, and the fact that the Desso tennis courts are always ready for use. As veterans often play outside peak times they are the type of clientele that clubs are eager to encourage.



Serve us one

Tennis, football, baseball, hockey... Whatever sport you fancy: it's always a good idea to get some inspiration from Desso Sports Systems, or from one of our installation partners. Ask us something and the answer will be underway before you know it. Staying on the ball, it's called.



Discover our enterprise



Artificial turf... the optimal sports grass. A quarter of a century ago, that sounded like a wild idea. But try to imagine a sports world without it today. Inconceivable! From the pinnacle of international competition – such as Real Madrid – to the small, neighbourhood sports fields, like the lökka in Norway.

The real advances in artificial turf started with the pioneering spirit of companies like Desso and with the boldness of the ‘believers’, who dared to blaze new trails early on by using the product in their projects. Their feedback gave the evolution of Desso’s artificial turf systems a real boost and it continues to do so...

To the final frontier

In its role as an innovative leader, Desso Sports Systems continues to go to the outer limits of the possible, and then pushes further. That is possible because Desso has total control over the whole: we have direct contact with players and clients, research and development from raw materials to final product, production, testing, installation and after-care, ably assisted by professional installation partners.



IMAGINATION

What drives Desso Sports Systems?



For nearly three decades, Desso has been dreaming about grass. The kind of grass that perfectly matches what players want. Grass with a natural look & feel, designed for optimum playing pleasure and intensive use. Always resilient and weather-resistant, with outstanding results for ball roll and bounce, player-ball interaction, grip, sliding tackles... Always in the best condition, with uniform quality over the whole field, not just year round, but for many, many years.

The optimum playing field

... is also much more than just a question of high quality artificial turf. The right sub-base, the best infill, an efficient maintenance programme: those are just three of the crucial factors that make the difference between artificial turf and ... the optimum playing field.

CREATIVITY

Pushing the limits

Blazing new trails from good to optimum. What we work towards is the creation of the best grass surface possible, and we've been doing it for more than 25 years. And that begins, literally, with A. A for Attention for your specific needs. How are we able to support you in the way that we do? Because we have the entire creative process under our control, we can respond flexibly to what you want. From the precise formulation of the raw materials, through the grass-fibre extrusion, to customised production, including tufting lines and any other specific requirements you may have. Intensive testing and pitch monitoring are also part of what we do.



Craftsmanship and expertise

... is what our specialised production teams excel in. Working closely to meet your needs, working closely with the R&D teams who work to improve products and create new concepts. Working closely with certified installation partners who are qualified to achieve a flawless installation.

SUCCESS

Succeeding together



Because the success of every pitch can only be gauged after it has been put to use, we also stand by after the installation, side by side with your installation partner. We support you on paper, with a Maintenance Manual giving maintenance recommendations, but you can also count on personal advice and attention from the 200 Desso Sports professionals, active sportsmen and women who know what's at stake. They also know that they have the support of the Desso group, a leading textile firm of decades' standing, 1,000 professionals on staff and a comprehensive international track record in putting clients on the winner's podium.

Solide partners

Our installation partners are also standing by to provide advice and support, both before and after the installation. Every one of them is a specialised and certified sports-field builder who has been specially selected to work with us and with you. We are always exchanging information and experiences with those loyal partners, creating a synergy of expertise that finds its way onto your playing surface with every installation.

INSPIRATION

Sharing knowledge and experience

Our record of nearly three decades of artificial turf experience and 40 million m² of fields in play offer a wealth of inspiration that will speed up your efforts to achieve the ambitions of your club or town. We're willing to bet that talking with us will also put your ideas onto a whole new track. Any takers?





Your enthusiasm is our motivation



We can dream, create, be successful and inspire, but the Desso ball will only be in play if this is acknowledged, confirmed and encouraged by our customers. We want to help you win. Not only by gaining more sporting enjoyment, more training and competitive capacity, more club members and spectators, easier maintenance and operational safety, but also literally to win – with improved performance resulting in well-earned victories and trophies.

Your trophy is waiting!

We have selected just a few striking examples of testimonies from the innumerable installations by Desso Sports Systems over the last three decades, from customers who won 'trophies' in their own way thanks to choosing Desso. Is the next trophy for you?



**Oklahoma State University,
Boone Pickens Stadium Stillwater, USA**

The home pitch of the successful Oklahoma State Cowboys. Desso artificial grass, customised in the orange house style with logo **Customer since 2005**



**Rosenborg BK: Lerkendal Stadium
Trondheim, Norway**

Is extremely content, has played on the same Desso GrassMaster for over 13 years and was the national champion ten times during that period **Customer since 1992**



**Hockeyclub Den Bosch
Den Bosch, The Netherlands**

Ten times national champions in ladies' hockey Plays on 5 Desso hockey pitches **Customer since 1983**



**Vfl Wolfsburg
Wolfsburg, Germany**

Bundesliga club with a strong vision of youth training: youth training centre with boarding school and Desso artificial grass pitches **Customer since 2006**



**Denver Broncos, Invesco Field
at Mile High Stadium Denver, USA**

STMA: Best Professional Football Field, Best Professional American Football field 2005. Desso GrassMaster **Customer since 2001**



**Gamliavallen, Umea BK
Umea, Sweden**

Swedish pride. The absolute top in international women's soccer **Customer since 2004, the city of Umea since 1985**



**British School
Brussel, Belgium**

Intensive hockey, tennis, football, rugby and athletics on over 15,000 m² Desso artificial grass **Customer since 2002**



**Stade Emile Antoine,
Paris, France**

In the heart of Paris, a sports centre for multiple schools, football clubs and neighbourhood sports, maximum use of the Desso artificial grass pitch **Customer since 1986**



Would you like to receive a complete overview of all the references in your sport or country? Just ask Desso Sports Systems!



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