

FIFA acknowledges GreenFields as FIFA Preferred Producer

a decisive step for the synthetic football turf market

As one of the first producers in the synthetic turf industry, GreenFields has been awarded the FIFA Preferred Producer status at the opening day of the FSB trade fair in Cologne (Germany). This acknowledges the sustained efforts of GreenFields to offer the game and the football players the best playing conditions worldwide.

The FIFA quality concept for synthetic football turf was developed to standardize the quality of football pitches and to guarantee the safety of football players. As a worldwide producer of high quality synthetic turf systems, GreenFields has been at the forefront of the research, development and innovation.

Every FIFA Preferred Producer is a manufacturer of football turf who is an established FIFA Quality Concept Licensee and can provide additional expertise in civil engineering and project management. As FIFA Preferred Producer GreenFields goes beyond the traditional supplier/installer scenario by continually improving the quality of its integrated products and services. Thanks to this approach GreenFields takes full responsibility for the production, installation and maintenance of artificial football turf from inception to completion.



FIFA Quality Concept Initiative

The FIFA Preferred Producer Initiative is a worldwide program introduced to improve the quality of synthetic football turf at all levels of the game by setting firm obligations and requirements at each stage of the football turf lifecycle, the manufacturing, the installation, and the maintenance. The high standards set and enforced by the FIFA Preferred Producer initiative provides clubs and players with a guarantee that turf produced and installed by FIFA Preferred Producers is of the highest standard and meets consumer requirements.

Hugo de Vries, managing director of GreenFields:

We see the FIFA Preferred Producer Program as a decisive step for the market and the industry in general and especially for the development of GreenFields. Sustainability is the key issue these days. The FIFA concept fits our vision and philosophy to create perfect durable playing conditions all over the world. Accordingly we have continuously adapted our organization on all levels.



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