

PRESS RELEASE

FOR IMMEDIATE RELEASE

Christina Madrid

Christie & Co

(818) 621-1897

christina@christieand.co



Grass!365 Golf Greens and Courses are Designed by Golfers for a Competitive Advantage
With experienced installers who know the golf industry, Grass!365 designs and installs the best courses and greens for the passionate golfer.

DALTON, GEORGIA (February 2022)- For many, 2022 hasn't brought ideal weather for golfing. Over 91 million people across the United States were recently under winter weather alerts and a storm brought snow to the Northeast and Midwest and steady rain to the South.¹ Nevertheless, winter is approaching its end and spring is on the way, so golfers can look forward to trading snow shovels for golf clubs and hitting the links. If they can't make it out to the golf course when the nice weather arrives, they can still get their strokes in at home with a residential golf green by [Grass!365](#), a quick and easy-to-install synthetic grass solution that perfectly replicates the feeling of golfing on natural grass.



Backyard Putting Green

When properly designed and installed, synthetic grass golf greens recreate the grass surface of a traditional golf course without the need for regular maintenance, agronomy knowledge, and expensive equipment. Grass!365 golf greens do just this. Inspired by its installers' passion for the game and knowledge of what makes a high-quality golf surface, Grass!365 uses the right materials for professional-grade golf greens, making it the leader in custom residential putting greens, short game practice, golf courses, and driving ranges. Whether players want a simple putting green in their yard, a green with additional room for chipping to hone their short game, or a larger golf course, Grass!365 makes them feel as if they're hitting balls on natural grass at their favorite championship course.

Grass!365 specializes in synthetic sod solutions for the golf industry and has a competitive advantage: its installers are golfers themselves, including former professionals and scratch players. While Grass!365 serves a multitude of landscaping uses, it was a passion for golf that inspired Stan Pennington, Grass!365 Founder and Principal, to launch Grass!365 in 1998 as a backyard golf green business. Grass!365 Austin Owner, Alex Kroviak, spent many years in the golf world, rising through the ranks while working for golf

¹ Elamroussi, A., & Yan, H. (2022, February 3). *Deadly storm bringing tornado threats and hazardous precipitation to millions from Gulf States to Canada*. CNN. Retrieved February 11, 2022, from <https://www.cnn.com/2022/02/03/weather/winter-snowstorm-midwest-south-northeast-thursday/index.html>

retailer Golfsmith International. These experts passion for golf includes extensive technical expertise on which materials will best recreate a natural grass golf surface and meet the needs of the property owner, creating the best results with each installation.

Grass!365 begins the design and installation process after finding out if the property owner wants to put the green into their yard, or if they have enough space and the desire to hit chip shots onto the green. For the former, their teams will install simple putting only surfaces that are not designed to hold a golf shot, whereas they design the latter with true golf green technology that both looks and plays like a natural grass golf green. Grass!365 ensures that golf greens intended for more than putting have a surface specifically designed to cradle the impact of a golf shot the very same way natural grass golf greens perform. This technology is required for the green to retain its ability to hold a golf ball many years after installation. Grass!365 applies this practice when designing full golf courses as well, adapting its synthetic sod to fit the hills and contours of a course, thereby ensuring everything from the fairways to the greens are equally playable and aesthetically pleasing.

“A love of the game is why Grass!365 first started providing premier artificial grass solutions,” said Grass!365 Principal, Stan Pennington. “With their passion for golf, our designers and installers provide the highest quality artificial grass surfaces that bring golfers the feel of playing on natural grass, without all the time an expense of natural grass maintenance.”

For media inquiries, please contact Christina Madrid at (818) 621-1897 or christina@christieand.co

About Grass365!

Since it launched in 1998, [Grass!365](#) has produced the most innovative, durable, and life-like synthetic grass solutions and installed them in projects ranging from lawns to golf courses, putting greens, playgrounds, and sports fields. Made with SealTuft™ backing, Grass!365 turf is 100% recyclable and boasts higher drainage capabilities than other artificial turfs on the market. Its design and installation teams provide artificial grass solutions to a variety of residential and commercial customers including homeowners, hotels, colleges and universities, office buildings, retail facilities, and senior living centers, offering them consultation on the best solution for what their property needs, delivering that solution, and providing it ongoing care and maintenance. Grass!365 has franchise locations in 19 cities across the United States.

###