

VISION 20:20

BE PART OF THE FUTURE



European Synthetic
Turf Organisation

Membership Information 2017-2020

WE CARE ABOUT SYNTHETIC TURF



A Message from ESTO Operations Committee and ESTO Council

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Be involved and help grow the synthetic turf industry and your business.

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ESTO – The European Synthetic Turf Organisation is embarking on a new 4 year plan named VISION 2020.

ESTO has now been in existence for 10 years and many challenges and opportunities have occurred within this relatively small period.

We now invite you to explore the activities of ESTO and the benefits of becoming a member and helping our industry to grow. We hope you can be part of the new ESTO.

Friedemann Söll
Member of the Council
ESTO Vice-President and Treasurer

Tom Algoet
Member of the Council
ESTO Vice-President

Nigel Fletcher
Member of the Council
ESTO Executive Chairman





What is ESTO

The European Synthetic Turf Organisation (ESTO) was formed to educate and promote the use of synthetic turf and to help clients and end-users find the most appropriate solutions in synthetic turf systems.

As a membership organisation where the entire chain of the synthetic turf industry is represented, ESTO is uniquely positioned to bring together the diverse group of end-users to discuss, debate, research and develop the future of synthetic turf.

ESTO is a non-profit organisation that offers neutral and unbiased information for the promotion of synthetic turf, enhancing its numerous advantages and benefits. ESTO is a forum for all parties to meet and to facilitate communication throughout the business chain, from manufacturers to architects, installers, contractors, test institutes and particularly to end-users and those making more informed purchase decisions.

As a member of ESTO we want you and your organisation to support our role in changing and increasing the knowledge base and general education regarding the use and benefits of synthetic turf, whilst, together, working to grow the synthetic turf business.

Find out more at www.theESTO.com

What we do

Researchers, clubs, leagues, sports governing bodies, local and national government offices and councils, all of whom represent the diverse group of end-users, are increasingly seeking ESTO's help and advice to learn and understand more about the installation of synthetic turf.

ESTO is positioning itself at the heart of technical development in synthetic turf – facilitating and coordinating not just within ESTO membership itself, but with CEN, national sports' governing bodies and the international sports federations.

Why join

- Have your say on the future of synthetic turf
- Influence the industry; be at the centre of the debate and on the ESTO committees
- Increase your network and contacts
- Access industry leading research
- Significant marketing, communication and promotional benefits
- Showcase your company's credentials and commitment to the industry
- Join Europe's only trade body dedicated to the education and promotion of synthetic turf





ESTO Working Groups

Shockpad Working Group

In 2011 it became clear there were more and more synthetic grass installations based on systems with shockpads. Due to this growing market the number of shockpads increased.

The ESTO Shockpads Working group saw the need for:

- Education of the market on shockpads and generating awareness of the advantages of using a shockpad.
- Discussion on technical aspects (how to measure, what to measure, criteria) and studies on the advantages of using a shockpad (to feed the communication with scientific data)

In the last few years the working group created the basis for a draft of a new European norm within the CEN Technical Committee 217 for sport surfaces. The working group has completed a study concerning heat build up in synthetic turf systems and was in close contact with FIFA for the shockpad study.

In the next year the working group will look into the splash effect and micro plastics, all in relation to shockpads.

Environmental Working Group

ESTO recently combined the Recycling and Sustainability Working Group as the two groups overlapped to such an extent that they would work better as a single new body known as the Environmental Working Group.

This working group also acts as the first input for REACH issues that affect ESTO, which are then handled by a specialist team.

Subjects to be handled in 2017 include:

- A new ESTO end of life statement for synthetic turf
- Advice on how to manage "topping up" of infill during the lifetime of the turf and the importance of using the same material as that originally installed
- Advice on how to test end of life turf prior to recycling in order to correctly recycle it
- An overview of waste regulations in Europe to assist recycling

Infill Working Group

The Infill Working Group is comprised of representatives of infill manufacturers, turf manufacturers, sport federations, test institutes, equipment manufacturers and experts of the industry.

The aim of the working group is to provide synthetic turf market stakeholders with more information related to infill material used in synthetic turf.

2016 has been dedicated to the definition of a nomenclature of infills and a list of the main parameters to evaluate their qualities.

2017 will focus on two specific subjects identified as priorities by the working group: resistance to wear and behaviour under high temperature.

These results will be communicated to CEN TC 217 and international sport federations to promote the development of standards related to infill.

Yarn Working Group

The Yarn Working Group was established in 2014 and consists of members from the polymer, additive and yarn industry. The aim of this group is to support the synthetic turf industry with regard to yarn-technical-related issues.

The working group has developed a proposal for UV testing, which has already been included as a standard by various sports bodies. In addition, the proposal was submitted and presented by group members to the CEN TC 217 WG 11 committee to apply for an official European standard.

The working group also published a position paper on static electricity of synthetic turf.

In 2017, further steps will be taken to harmonize UV testing for synthetic turf yarn towards ONE European standard as per ESTO's Yarn Working Group proposal. To keep the momentum it is suggested to visit sports governing bodies, who are still not convinced that the proposed UVA testing @ 5000 hours is a robust test method and close to real outdoor exposure.

In addition, but still depending on the outcome of FIFA Preferred Producers meetings, topics like fibre wear on the Lisport-XL machine versus real life and how to test and assess the colour of yarns will be put on the agenda.



ESTO Working Groups

Landscaping Working Group

Landscaping (synthetic) Turf is turf used to enhance landscapes by providing a durable, all weather alternative to natural turf.

The primary reason for using Landscaping Turf is normally visual, comfort is secondary and wear-resistance is often of less importance. Other reasons for installing landscape synthetic turf include saving water or reduced maintenance costs.

Landscaping Turf is becoming an increasingly important part of the synthetic turf industry. Currently totally unregulated, the potential for low quality products to disrupt the market and harm consumer confidence in the product is real.

Therefore, the ESTO Landscaping Group has been established to provide guidance and industry agreed quality standards to help promote high quality products. Initially focusing on quality standard for environmental, toxicological and durability characteristics the ESTO Landscaping Group also plans to consider guidance on installation, maintenance and a classification system for the various levels of use.

The group comprises yarn manufacturers, landscaping turf manufacturers, suppliers and installers and companies offering maintenance services.

Maintenance Working Group

Maintenance of a synthetic turf pitch is essential for longevity and performance.

The ESTO Maintenance group consisting of traditional companies in the maintenance sector and the wider industry are constantly working together to ensure maintenance is at the top of the agenda when an organisation looks to purchase a synthetic turf.



Quotes from our Members

ESTO is the right platform to meet experts of the turf business, who together will drive the future development of synthetic turf in Europe.

Trocellen

Our commitment to ESTO is the natural extension of our involvement in the industry for 25 years. We believe progress in synthetic turf will come from people and companies having ambitious objectives on technology and innovation.

Labosport

We value the unique opportunities to exchange views and information with companies and people from our industry.

Hatko Sport

We joined the shockpad workgroup in 2015 as a new supplier to the market. The information gained since joining and the constructive input from all members has been invaluable and we would strongly recommend joining ESTO.

Vita Cellular Foams

To be part of ESTO is the best way to be in contact with the industry and the best place where the industry can work together to improve the European quality standards.

Albergrass

ESTO has the ability to build a bridge between the industry and CEN and other ruling bodies which would have been impossible for us as an individual company.

Ten Cate

Envirostik are committed to raising technical standards within the industry and membership of ESTO provides a platform for promoting best practice guidance at basic levels of construction.

Envirostik

ESTO offers a platform to work together on 'future' norms for our industry, for experts by experts.

Sekisui Alveo

Our challenge is to continuously improve the "look and feel" of artificial grass next to lowering the investment cost, improving the durability and simplifying the installation so that the customer is better serviced. This challenge is better done jointly with the thriving industry partners, where ESTO as an organization is the carrier.

Beaulieu International Group

Infill materials are key components of synthetic turf systems.

The ESTO Infill Working Group is dedicated to define quality criteria and divulgate technical data about the different types of infills.

The objective is to help end-users select the right performance infill for their synthetic turf surface.

Labosport

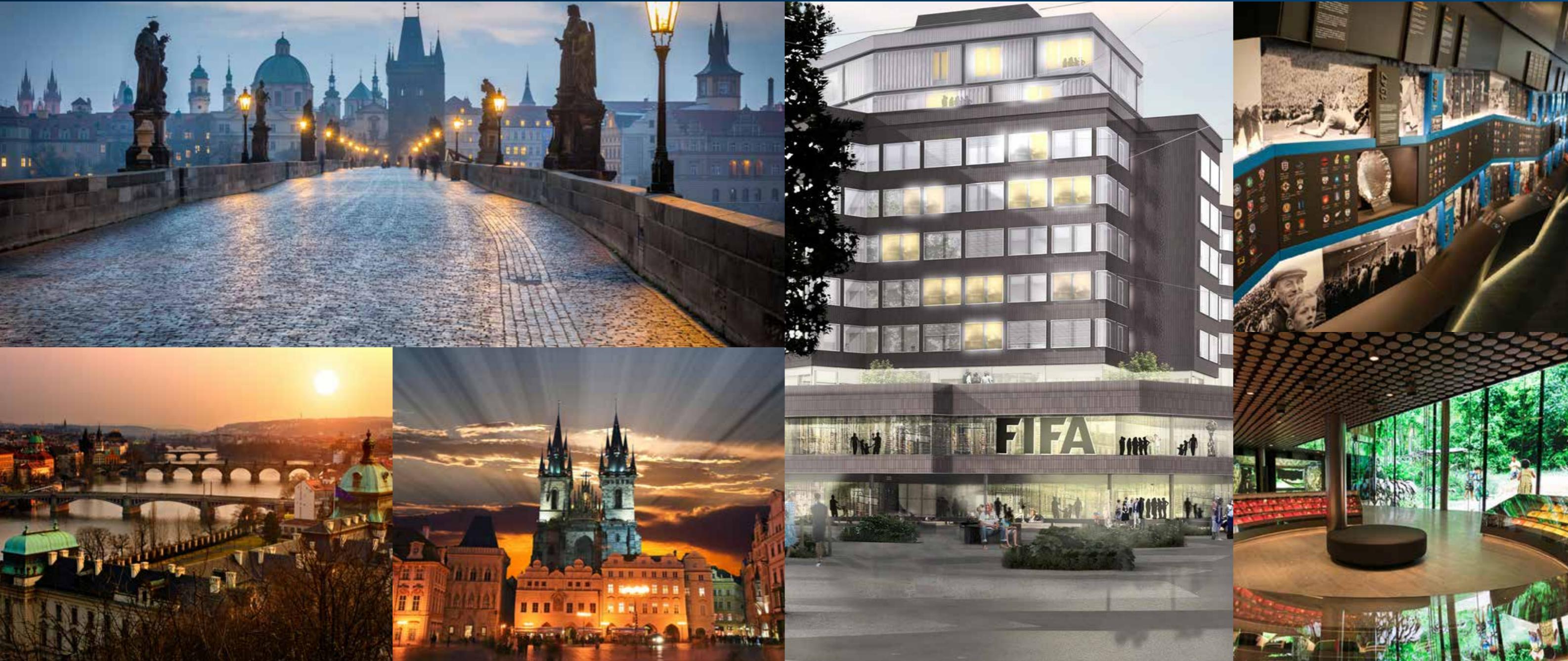
The shockpad Guideline is the cornerstone of the CEN WG. All shockpad producers of the WG actively participated to develop a standard which was not yet available in the market.

Trocellen

ESTO not only connects the European synthetic turf industry, it promotes the use of high-quality synthetic turf through the sharing of best practices and technical recommendations that appear to be relevant, not only in Europe but also in the global market place.

Labosport

Upcoming Events



ESTO Congress 2017
28th & 29th November
Prague, Czech Republic

ESTO Congress 2018
Date TBC
Zurich, Switzerland
FIFA Museum

Achievements

1 European Commission/ REACH

ESTO's relationship with the European bodies, especially from a technical perspective, continues to be strong.

ESTO's role is that of facilitator to ensure all technical expertise is being channelled to the European bodies.

Ensuring the industry's viewpoint is being taken into consideration is an important role as many regulations derive from the European Commission at the differing bodies.

2 CEN/ EN Norms

ESTO has observer status at CEN level. CEN, the European Committee for Standardization, is an association that brings together the National Standardization Bodies of 34 European countries.

CEN is one of three European Standardization Organizations (together with CENELEC and ETSI) that have been officially recognized by the European Union and by the European Free Trade Association (EFTA) as being responsible for developing and defining voluntary standards at European level.

CEN provides a platform for the development of European Standards and other technical documents in relation to various kinds of products, materials, services and processes.

CEN supports standardization activities in relation to a wide range of fields and sectors including: air and space, chemicals, construction, consumer products, defence and security, energy, the environment, food and feed, health and safety, healthcare, ICT, machinery, materials, pressure equipment, services, smart living, transport and packaging.

CEN is an important stakeholder in the ongoing development of synthetic turf standards. ESTO has played a key role in suggesting topics for discussion which have helped move the quality criteria forward.

3 International Sports Governing bodies

ESTO acts as conduit for all its technical working groups to the international sports governing bodies, mainly FIFA, FIH and World Rugby. This approach ensures specific subject matters and the details are already filtered when having discussions on specific themes.

4 Technical Knowledge Centre

ESTO produces a range of white papers, technical statements and a range of case studies on an ongoing basis. These help the industry and end-users (clubs, sports governing bodies, architects) in making decisions.



5 Technical Working Groups and Technical Committee

ESTO has very active technical working groups and these are open to all members to join. This is an important aspect of the membership. An experienced Technical Committee also meets twice a year to discuss strategic items and to discuss technical proposals. The existing working groups are as follows:

- Shockpads Working Group
- Maintenance Working Group
- Infill Working Group
- Landscape Working Group
- Environmental Working Group
- Yarn Working Group

6 ESTO Landscape Quality Guide

ESTO have identified a void in this sector of the synthetic turf market. We believe that with a quality standard in the marketplace quality manufacturers and installers will benefit, but mainly the consumer and buyer will be content with what they have purchased. ESTO has made significant developments in this regard and a quality guide will be launched later in 2017.



What is VISION 20:20?

VISION 20:20 is a business and strategic plan mapping out the future direction of the European Synthetic Turf Organisation in years 2017 – 2020. ESTO Vision 2020 is to bring the entire European Synthetic Turf Industry together at all levels.



Passion

Passionate members and council are engaged members. We all believe in ESTO and where we are going (VISION 2020), and we all have a vested interest in the success of ESTO.

Bottom line, passionate members and council lead the innovative and strategic development of ESTO and consequently set a shining example for the industry to follow - VISION 2020.

The 10-Point Plan

The 10-Point-Plan ensures and covers the development and activation of the core areas of ESTO's functioning, namely:

- | | |
|--|--|
| (1) Budget and Finance | (6) Knowledge Centre – Technical |
| (2) Act Local / National | (7) More Value / Opportunities to Working Groups |
| (3) Retention of Members / New Members | (8) Digital |
| (4) More Focus. Fewer Meetings | (9) Landscape |
| (5) Strategic Focus | (10) Congress |

Conditions For Membership in ESTO

General conditions for membership :

- As listed in the Articles of Association
- Any potential member company should be operating for at least 3 years

Specific conditions per category :

Licensed sports turf manufacturer

- Should be a tufting company producing synthetic turf
- Should individually possess a contract with FIFA on the FIFA Quality Concept for Football Turf or have a contract with FIH or World Rugby on similar synthetic turf programmes.

Yarn manufacturer

- Should be a company producing yarn for the production of synthetic turf

Subsidiary/brand

- Any Mother company or Group Company which is a full member, can have additional brands, subsidiaries etc as full members for an additional 3000 €. The Mother company or Group Company must have a minimum 51% shareholding in that company.

Landscape and Turf Manufacturer

- A tufting company producing synthetic turf

Suppliers and supplier-trading companies with Group turnover of less than 4 million €

- Should provide audited statement of turnover to be less than 4 million €

Test institute

- should be an institute testing sports systems or components for sports systems
- Should be accredited by a sports governing body (evidence to be provided) and certified according to ISO 17025

Maintenance company

- Recommendation by an ESTO licensed sports turf manufacturer or turf company is mandatory

Installer

- Installs synthetic turf fields
- Should have realized 10 synthetic turf projects in the last 3 years (evidence to be provided)
- Recommendation by an ESTO licensed sports turf manufacturer, turf company or yarn manufacturer is mandatory

Contractor

- Takes full responsibility of the synthetic turf installation
- Should have realized 10 synthetic turf projects in the last 3 years (evidence to be provided)
- Recommendation by an ESTO sports or landscaping turf manufacturer or yarn manufacturer is mandatory

Independent Consultant

- Advises on synthetic turf fields (should not be – or be seen as – a supplier to the industry at the same time)

Architects/project manager

- Is responsible for the design and planning of synthetic turf projects
- Should have realized 10 synthetic turf projects in the last 3 years (evidence to be provided)

Universities

- Universities in sports-marketing, research

Sports Governing Bodies

- National, European or international Sports Governing bodies. This could also include leagues, clubs.

Application Form Full & Associate Membership

Company Name	
Contact Name	
Position	
Address	
Postcode/ City	
Telephone	
E-Mail	
VAT Number	

Hereby applies for membership of ESTO as :

Licensed sports turf manufacturers – full member	8.000 €	Supplier-trading company with Group turnover of less than 4 million € ⁽¹⁾	3.000 €
Yarn manufacturers – full member	8.000 €	Test institutes ⁽¹⁾	6.000 €
Subsidiary/brand – full member	3.000 €	Maintenance companies ⁽¹⁾	3.000 €
Licensed sports turf manufacturers ⁽¹⁾	5.000 €	Manufacturer maintenance machines ⁽¹⁾	3.000 €
Yarn manufacturers ⁽¹⁾	5.000 €	Installers ⁽¹⁾	1.000 €
Landscape and Turf manufacturers ⁽¹⁾	5.000 €	Contractors ⁽¹⁾	1.000 €
Landscape and Turf marketing companies ⁽¹⁾	5.000 €	Independent Consultants ⁽¹⁾	1.000 €
Suppliers with Group turnover of more than 4 million € ⁽¹⁾	6.000 €	Architects/project managers ⁽¹⁾	1.000 €
Suppliers with Group turnover of less than 4 million € ⁽¹⁾	3.000 €	Universities ⁽¹⁾	1.000 €
Supplier-trading company with Group turnover of more than 4 million € ⁽¹⁾	6.000 €	Sports Governing Bodies/ Leagues ⁽¹⁾	Negotiable

⁽¹⁾ Associate member – any category can apply for full membership after 1 year of membership – the fee for full membership is 8.000 €

Date: _____

Signature: _____



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