



# CONTROLLED PRODUCTS

## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:** Kevin Barker  
[kbarker@cpturf.com](mailto:kbarker@cpturf.com)

### Announcement

*Controlled Products, Radici Pietro Industries and Sit – in Sport Partner as FIFA approved manufacture*

**Dalton, Ga.** (March 19, 2015) - Kevin Barker VP of Sales and Marketing is pleased to announce the partnership between Sit-In Sport of Radici Pietro Industries & Brands S.p.A. and world leading turf manufacturer Controlled Products. The dynamic team was established in response to Sit-In Sports desire to provide a product that could meet the strict requirements of International Standards, but also allow athletes to perform without the constraints of natural grass. According to Barker, "The partnership opens up a new markets for Controlled Products and having a quality partner like Radici Pietro allows us access to avenues inaccessible to us before."

Industry leaders Sit-In Sport and Controlled Products joint desire to offer FIFA certified systems in the America's helped to develop the relationship. According to Sales Director of Radici Pietro/Sit-in Sport, Massimo Seghezzi, "RADICI PIETRO I. & B. and CONTROLLED PRODUCTS alliance provides a strong partnership for the EUROPEAN and PANAMERICAN markets." A partnership that could easily "be compared to a virtual synthetic turf yarn that links EUROPE to USA." Successful relationships, like Sit-In Sports and Controlled Products, thrive on comparable goals and needs, even more so when they can inspire each other to grow. In addition to the development of FIFA Certified soccer fields in the American markets, thanks to the manufacturing and selling by Controlled Products, "RADICI P.I. & B. is developing a specific "Golf Project" for EUROPE thanks to the great experience and top materials produced by Controlled Products," stated Seghezzi. According to Controlled Products President, Scott Lowrie, "our ISO 9001, 14001 and 18001 certified state-of-the-art-facilities and our leadership in research and development, make us the perfect provider for Sit-In Sport's specialty needs throughout Europe.

Many of the advancements in the synthetic turf industry are due to Controlled Products determination and commitment to detail. The facilities are equipped with the most state of the art machinery available in the industry, which along with over 25 years of being in business, it allows Controlled Products to produce an extraordinary product line unrivalled in the turf industry. Controlled Products and Radici P.I & B are excited to announce the addition of Duration 50 and Duration 60 as the two newest styles specifically for those projects that require a FIFA certification once installed.

Controlled Products is the parent company of 5 divisions that are as follows: Synthetic Turf International™ ([www.synthetic-turf.com](http://www.synthetic-turf.com)), whose network of distributors installs synthetic turf for golf, landscape, playground, pet turf and indoor sporting facilities; SporTurf™ ([www.sporturf.com](http://www.sporturf.com)) who supplies large athletic catalog customers and sells and installs athletic fields through preferred partners; GrassTex™ ([www.grass-tex.com](http://www.grass-tex.com)), which distributes products through retailers, carpet stores and rock yards; Grass Turf Mills ([www.grassturfmills.com](http://www.grassturfmills.com)), is the manufacturer of private label brands for dealers and resellers, and finally Aqua-Fab, designer of custom logos and images for synthetic turf projects.

### About Controlled Products

Headquartered in Dalton, Georgia, Controlled Products ([www.cpturf.com](http://www.cpturf.com)) produces the highest quality synthetic turf in the industry for every possible application. Sustainability, innovation, research, the ability to customize deliverables and the use of advanced, state-of-the art technology are key priorities

for the organization. Established in 1989, Controlled Products is an ISO 9001, ISO 14001 and OHSAS 18001 company. As a founding member of the Synthetic Turf Council (STC), and a STC Certified Manufacturer/Supplier, their expertise is unmatched in the industry. Their synthetic turf products are currently in use in thousands of athletic fields, playgrounds, landscape projects, golf courses and indoor sport facilities throughout the world. To learn more, visit [www.cpturf.com](http://www.cpturf.com), call (800) 562-4492 or contact the company at Controlled Products, LLC, 200 Howell Drive, Dalton, Georgia 30721.

#### About Radici Petro

Radici Pietro was founded in 1950 and is a part of the Miro Radici Family of Companies. It is a large textile corporation with numerous offices and manufacturing facilities located throughout Italy and Europe and commercial companies all over the world. Radici Pietro is headquartered near Bergamo, Italy with annual sales in excess of 2 billion dollars. They are a worldwide leader in the floor covering Industry. The Radici Group operates 25 factories for the production of tufted and woven carpets, machine made area rugs, polymers and yarn, along with textile engineering products.

#### About Sit-in-Sport

Sit-in Sport brand/division was born on 2003. The company was born from the Miro Radici Family of Companies to satisfy the growing need for synthetic turf in Italy and Europe. The parent company Radici has always been involved in the world of textiles. The company pays strict attention to detail with can be confirmed by its use of alternative energy sources and use of ISO 9001 and 14000. Sit-In Sport also devotes significant amount of time and effort to research and development dedicated to the world of professional and amateur sport.