

June 9, 2016

## **Introducing SYNAugustine 347— New Cutting Edge Technology**

SYNLawn, the leading manufacturer of synthetic turf products, is proud to introduce one of the most technically advanced and realistic looking artificial grass products on the market today.

SYNAugustine 347 is the first artificial grass on the market to offer a combination of smooth, beautiful tri-colored Omega shaped grass blades with a dense tri-colored tan thatch. This combination provides a multi-dimensional, natural appearance and a soft, comfortable feel.

A new Soft Omega yarn technology provides an extremely soft feel against your feet and rates as one of our softest products, but also offers a high durability with a resiliency rating typically not found in softer products. The SYNAugustine 347 is ideal for medium traffic areas around landscaping and pet areas.

"It is amazing how far SYNLawn's research and development team has taken not only our company but the industry as a whole," said George Neagle, SYNLawn Vice President of Sales.

The new SYNAugustine 347, as with all SYNLawn products, is manufactured in the USA and made with the exclusive EnviroLoc™ Backing System, an enhanced multi-layer component system that "locks" in durable turf fibers and extends the product's life cycle.

The backing is engineered using \*BioCel™ technology that replaces a large portion of petroleum-based polymers with soy-based polymers and then adds Celceram™ (a recycled product of coal combustion) for superior strength and dimensional stability.

SYNLawn's 'truly green' technology lowers the user's carbon footprint by conserving water, eliminating emissions from lawn equipment, and lowering the impact on landfills due to its long life expectancy and recyclable content.

SYNLawn is the pioneer in the synthetic turf industry, with over 40-years of continuous research to develop the softest, most durable, environmentally safe, and most realistic looking product in the industry. When professionally installed by SYNLawn trained professionals, each product is backed by a 15-year warranty.

For more information on SYNLawn products and the environmental advantages of SYNLawn, visit us on the web at <http://www.synlawn.com>

Please direct questions about this press release or SYNLawn products to Michelle Balicki, Marketing Manager at 702-354-5051 or [mbalicki@synlawn.com](mailto:mbalicki@synlawn.com).

\*BioCel is a trademark of Universal Textile Technologies.

<http://universal-textile.com/>

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<http://www.prweb.com/releases/2016/06/prweb13475601.htm>