

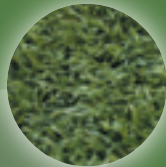
What is the most pleasant occupation?

The one that does not make us sweat. Already the supreme Aristotle, master of the wise, dreamed of looms able to function without man intervention. The history of man is a journey to free himself from toil in vain, to avoid a stressful job.

A person generally devotes two to three hours a week for the care of the lawn of his own garden, often with poor results.

What's more boring and tiring than mow the lawn under the burning sun?

WHY SHOULD YOU CHOOSE SYNTHETIC GRASS



The artificial grass, ideal especially for those who love a green lawn, but have little desire and time to devote themselves to its care, keeps its characteristics unchanged for a long time and is extremely **resistant** to the atmospheric agents.

It requires just a minimum of maintenance and **does not require watering** (consumption of 1 hour = about 1,140 l. water). In summer, statistics show that, for the irrigation of lawns, the consumption of water - **THE HIGHEST GOODS FOR ALL FORMS OF LIFE, INCREASINGLY RARE AND THE MOST IMPORTANT WORLD HERITAGE** - in some countries exceeds even **75%** of total consumption, thus representing a real **waste**.

At FAO, though without a crystal ball, the director of Water Development and Management shows shivering estimates: "...Whether you combine the **lack of water** used for drinking and personal hygiene and of the environment with the **strong population growth**, still in progress, you get a catastrophic scenario. In 2050 we will be 9 billion on Earth and all, legitimately, have the desire to eat, drink, use energy and progress in living standards. Considering the current situation, it is absolutely impossible for all countries - even those apparently without a great risk from lack of water- to be able to satisfy, not even in part, such ambitions. Moreover history shows that when more than one nation wishes something that is not enough for everyone, man struggles for it.

Experts believe that the water crisis, already present as a billion and one hundred million people around the world, have no enough drinking water (or even clean), whereas two and a half billion do not have water for a personal hygiene, will come before the oil one periodically announced as imminent.

Famines in crops - and the countries with agricultural vocation are the most affected by this phenomenon - are just around the corner, just as **epidemics**, health emergencies, and especially the **bloody conflicts between thirsty nations**, a series of **Wars between the poor** appears imminent.

In the world there are thousands of wells which have been sealed in recent decades due to contamination of aquifers by a wide range of toxic substances that, although they are under impermeable clay layers, are often reached by the chemicals used in a massive and reckless way, even for gardening. This means a **serious** type of **pollution** because it is irreversible and especially because these waters are used by men for domestic aims.

Synthetic grass, requiring no fertilization or no treatment with chemicals, like natural grass, saves you a lot of money and do **not** contribute to the **groundwater pollution**, one of the most serious problems produced by modern industrial society.

Synthetic grass also helps to reduce air pollution.

According to some scientists, a conventional motor lawn mower during the mowing emits high amounts of **carbon monoxide**, of **volatile organic residues** and of **nitrogen oxide**, equivalent to 5% of total air pollution. It may sound incredible, but a conventional motor lawn mower pollutes as much as 40 big cars in one hour.

The use of artificial grass also helps to reduce the effects of **acoustic pollution** (when we speak about acoustic pollution we usually refers to those effects produced by the noise generated on the urban and natural environment by man. This noise causes annoyance or disturbance to the rest and the human activities; it represents a danger for health, deterioration of ecosystems, of property). Motor lawn mowers, equipped with internal combustion engine (often not fully complying with the noise levels,

expressed in dB (A)1pW, which should be ensured by the manufacturer, as required by Article 5 of Council Directive 79/113/EEC, of 19 December 1978, as amended by 81/1051/EEC directive) contribute significantly with their noise, to increase the noise levels.

Besides you can spare both the time that you would employ to pick up the grass residuals, to get rid of them, putting them into sacks, and the money you should pay for the waste tax.

And the **savings** are also extended to the government, which no longer has to worry about the transport of grass and its elimination.

Finally, **synthetic grass**, regardless of the season, **WITHOUT ANY EFFORT OR WASTE OF TIME AND MONEY**, gives any lawn the appearance of always being well tested, even in those very shady places where natural grass grows poorly or does not grow at all. Moreover, synthetic products are hypoallergenic, made of tested materials and are 100% recyclable.