

# Providing Crufts with an outstanding synthetic surface

JUTA UK is delighted to have provided Crufts with an outstanding synthetic surface for such a prestigious and well respected event within the Dog Agility community.

## JUTAGRASS

**Material**  
JUTA Grass

**Verification and sign-off**  
JUTA UK

**Volume:** 2,000 m<sup>2</sup>

**Date:** March 2017



**CASE STUDY:**  
CRUFTS  
BIRMINGHAM, UK



**For a long time, we have been noticing common weaknesses of classic sports surfaces – too much hardness or softness, high moisture levels, dust, mud, durability, maintenance needs and constant play characteristics.**

With JUTA Grass all these issues are a thing of the past. Having a great amount of previous experience with the construction of Synthetic turf for many applications, it was a triumph to provide a surface that exceeds the demands an agility surface requires.

JUTA Grass was installed throughout the show including the main arena, and the 'Young Kennel Club' agility area. We also supplied the press/interview area also to keep up the professional theme.

The total coverage was just over 2000 m<sup>2</sup>.

Crufts is one of the largest dog events in the world. No longer purely a dog show, Crufts celebrates every aspect of the role that dogs play in our lives. The event is organised and hosted by the Kennel Club. It is held over four days in early March at the National Exhibition Centre (NEC) in Birmingham, England.

Being the highest profile dog show in British culture, JUTA Grass maintained a high standard allowing the dogs and owners to strut their stuff on the now prestigious Agility surface. After hearing such great feedback on the performance means we can expect nothing but the very best from the experts at Crufts.

JUTA Grass is a fully integrated producer of Synthetic Grass, and we manufacture all components from the raw material through

to the finished product. JUTA Grass works alongside and supports those in the industry that are also dedicated to using a quality product. Each year, JUTA Grass produces over 2.4 million square metres that are exported worldwide.

As a vertically integrated producer, JUTA Grass can control each step of the production process, ensuring a high-quality end product is delivered to every project. The JUTA Grass range consists of products that are suitable for the domestic, commercial, play and sports markets with a wide selection of market-leading characteristics and benefits. If the experts at Crufts think it is good enough for the best dogs in the world then why not consider installing JUTA Grass for your perfect pooch?

