

When Live Grass Isn't Making the Cut

By Jennifer Molk

FROM THE DOGS AND THE CATS TO THE KIDS and their caravan of friends, muddy foot—or paw—prints indicate a happy bunch. But the homeowner? Not so much! Today's lawns are harder work than ever, what with the spotty lawn thanks to Spot, and the giant oak tree that drapes its frame in shadow, leaving dry, patchy areas that turn to goo after the rains come.

Our lives are busier and more hectic than ever. When we're home and lounging, the last thing we want to do is get behind a mower or dig into a bag of fertilizer. There is a wonderful solution to consider: artificial grass.

David Sheffer of AlternaScapes in Sarasota has been installing artificial grass for both residential and commercial properties throughout Florida since 1998, and he says that while making the switch to artificial grass indeed provides convenience, there is another vital reason to consider this alternative.

"People buy it because they have problems," he says. "They have too much shade; because their dog is urinating on their grass and killing it; because the kids are running around so much in small areas and it just never grows well."

Once exclusive to massive indoor sporting arenas, artificial grass is being tapped more and more by the homeowner, some with as little as a 30-square-foot courtyard to others with a mega space of 50,000 square feet, as the new way to go in lawn choices. Artificial grass will provide you with a uniform lush look that is not only kid- and animal-friendly, but will bump up the curb appeal factor considerably.

AlternaScapes has outfitted major clients with artificial turf: Disney World, Sea World and The Salvation Army's national headquarters in Atlanta, Georgia among them. They've laid artificial grass for everything from sizable weddings to dog kennels to school playgrounds.

"They're all places that had areas where they wanted grass but grass just wasn't the best solution," David points out. "Sometimes live grass isn't the best answer."

The solution? FieldTurf.

"Our complete line of FieldTurf artificial grass for landscape applications features FieldTurf's proprietary MaxxFlow drainage backing system—the world's only permeable polyurethane backing—allowing over 300 inches of drainage per hour," David says.

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Other attractive features of FieldTurf artificial grass include FieldTurf's Revolution grass blade, which offers a matte finish (versus the signature shiny finish of other turfs) and the greatest amount of UV resistance. In addition, this structure offers the greatest resistance to matting currently on the market, David says.

Artificial grass comes with built-in environmental pluses as well. Think of the water you'll save, along with the cache of fertilizers, pesticides and herbicides.

"All those chemicals penetrate into our ground water supply and into our lakes and rivers and streams and out into the Gulf," David says. "They cause obvious health issues for marine life. Switch to artificial and you eliminate all of that."

So if the thought of maintaining a live lawn makes you yawn, call David at AlternaScapes today at 1-800-445-2944 or visit www.justlikegrass.com. ❑