

# BUILDING BETTER LANDSCAPES

**realturf.**  
THE ARTIFICIAL TURF COMPANY

Presented by: Andy Caraway  
Realturf Sales Specialist

# FROM SPAIN TO THE WORLD: WELCOME TO REALTURF

Global Expertise in Artificial Grass | 20+ Years of Quality | 550+ Locations Worldwide

Empowering Home Depot and Dal-Tile Partners to Grow in the Turf Category





## USA DISTRIBUTION ▲

**LAS VEGAS | HOUSTON | DALLAS | PALM BEACH**

**Welcome to Realturf** — a leading manufacturer based in Alicante, Spain, with over 20 years of expertise in premium artificial grass.

Trusted by professionals worldwide, we're proud to have more than 550 retail locations and over 1,500 satisfied partners who rely on our quality, innovation, and reliability.

Realturf is a global company with offices in Spain, the United States, Portugal, and Mexico — and dedicated U.S. distribution centers to ensure fast delivery, exceptional service, and the highest product standards for our customers.

**Our mission is simple:** to provide durable, natural-looking turf solutions that help installers, retailers, and homeowners create beautiful, low-maintenance outdoor spaces with confidence.



# REAL GREEN. REAL LIFE. REALTURF.

Any Shade. Any Style. Turf Products for REAL Life Needs.

## LANDSCAPE.

With over 30 unique turf styles, Realturf offers the perfect solution for every type of landscape — from lush residential lawns and high-traffic commercial spaces to pet areas. Whatever the vision, there's a **REAL** turf for it.



## SPORT.

Realturf Sport delivers high-performance turf engineered for every game — from golf, soccer, and padel to football, baseball, and multisport fields. Designed for durability, safety, and true playability, it's where performance meets **REAL** precision.



## PLAY.

Realturf Play is designed with safety and fun in mind — a soft, durable surface perfect for playgrounds and family spaces. Non-toxic, cushioned, and low-maintenance, it's the **REAL** turf kids can play on with confidence.



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## ABSOLUTE.



### specification

PILE HEIGHT: 2"

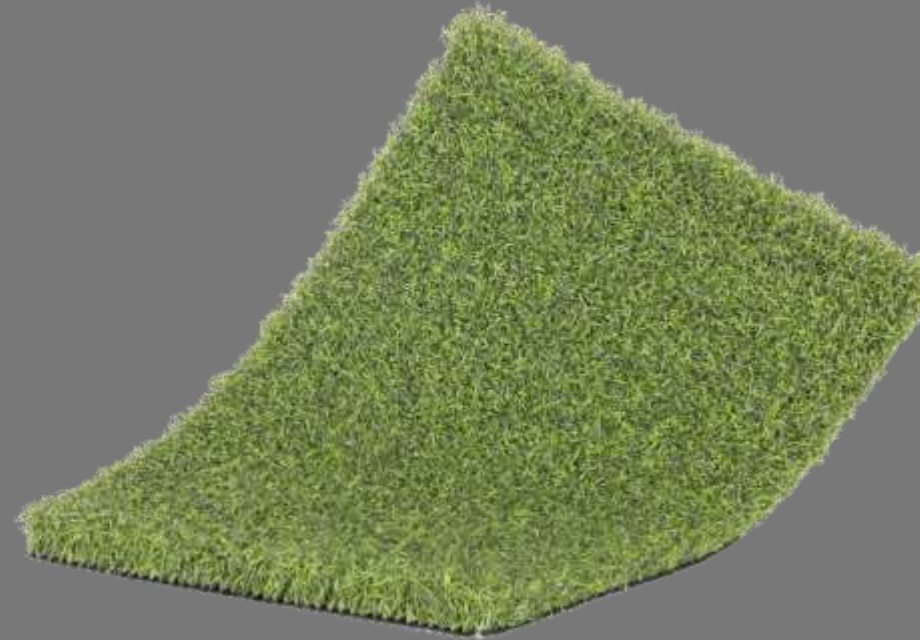
FACE WEIGHT: 80 OZ/YD<sup>2</sup>

TOTAL WEIGHT: 108 OZ/YD<sup>2</sup>

SHAPE: C & Diamond

15-Year Warranty

## TOUR PUTT.



### specification

PILE HEIGHT: 1"

FACE WEIGHT: 50 OZ/YD<sup>2</sup>

TOTAL WEIGHT: 77 OZ/YD<sup>2</sup>

SHAPE: Textured Monofilament

15-Year Warranty

## MULTISPORT.



### specification

PILE HEIGHT: 1 3/16"

FACE WEIGHT: 70 OZ/YD<sup>2</sup>

TOTAL WEIGHT: 97 OZ/YD<sup>2</sup>

SHAPE: Straight

Monofilament



# Discover the REAL Favorites — Our Best-Selling Turf Styles

Proven performance and natural beauty, coast to coast.



# COMFORT

DALTURF – Premium Collection

**COMFORT** combines MaxRecovery technology with incredible resilience, making it perfect for all types of lawns, from commercial spaces to private gardens. Plush and soft, **COMFORT** offers a natural look while maintaining durability, ensuring your lawn stays beautiful and long-lasting.

- **Luxury Under Foot.**
- **Effortless Elegance.**
- **REAL Comfort. REAL Style.**



**BODY SHAPE**  
REALTECH®



**LONG LIFE**  
REALTECH®



**MAX RECOVER**  
REALTECH®



**LOOK & FEEL**  
REALTECH®



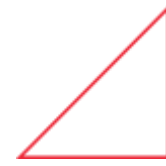
**BACTERIA FREE**  
REALTECH®



**FIRE PROOF**  
REALTECH®



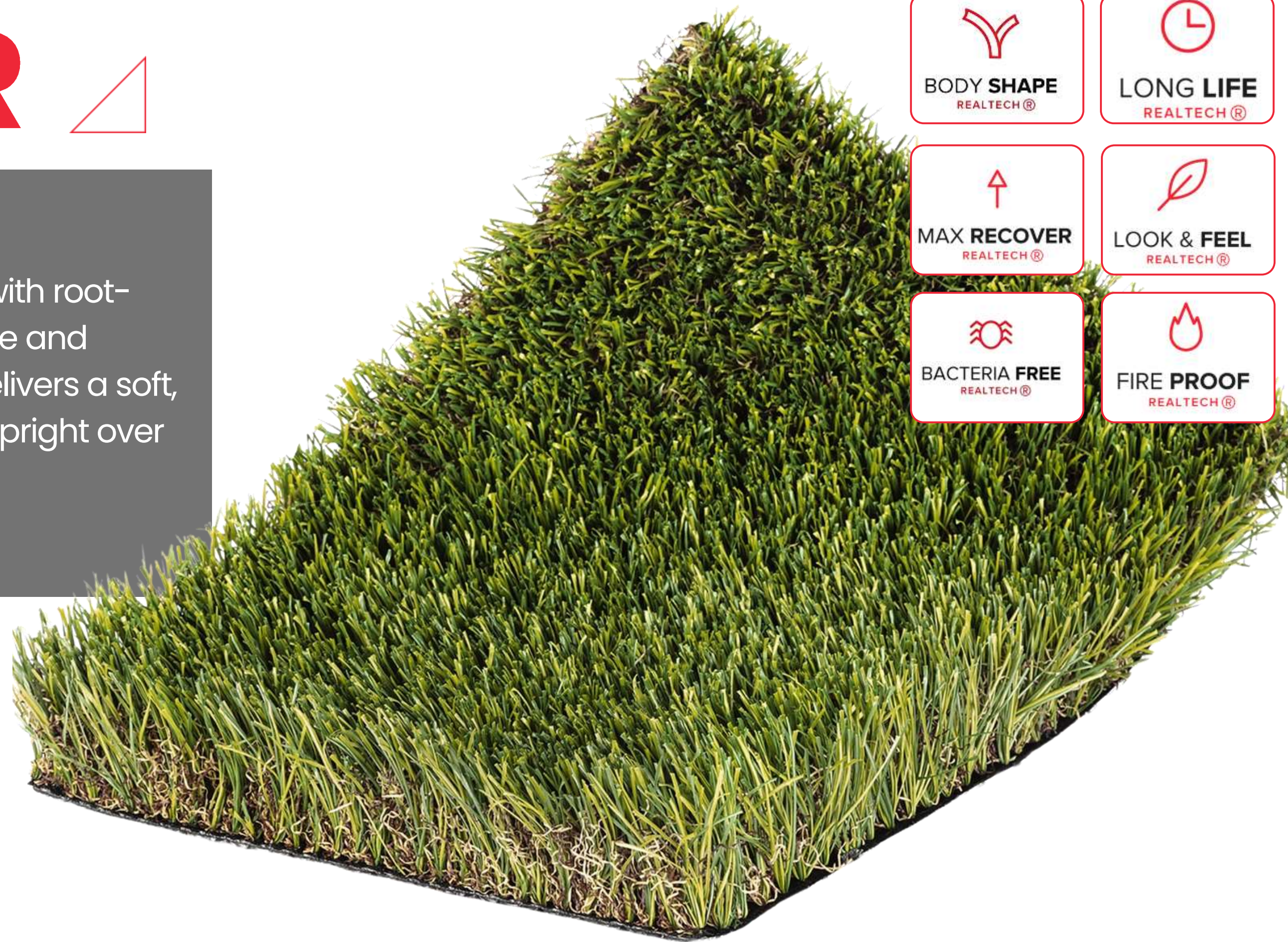
# MASTER



## DALTURF – Core Collection

**MASTER** combines C-Shape fibers with root-effect technology for lasting structure and resilience. It's dense, plush design delivers a soft, natural look that stays vibrant and upright over time.

- **Everlasting.**
- **Opulent.**
- **Bold.**



# PET TURF

## DALTURF – Fetch & Flow Collection

Engineered with Flat Shape fibers, **PET TURF** offers exceptional resilience, bouncing back effortlessly while maintaining a non-glare finish from every angle. Its full flow through backing is designed for ultimate drainage and simple maintenance.

- **Flow Through Drainage.**
- **Resilient.**
- **Best Friend Approved.**



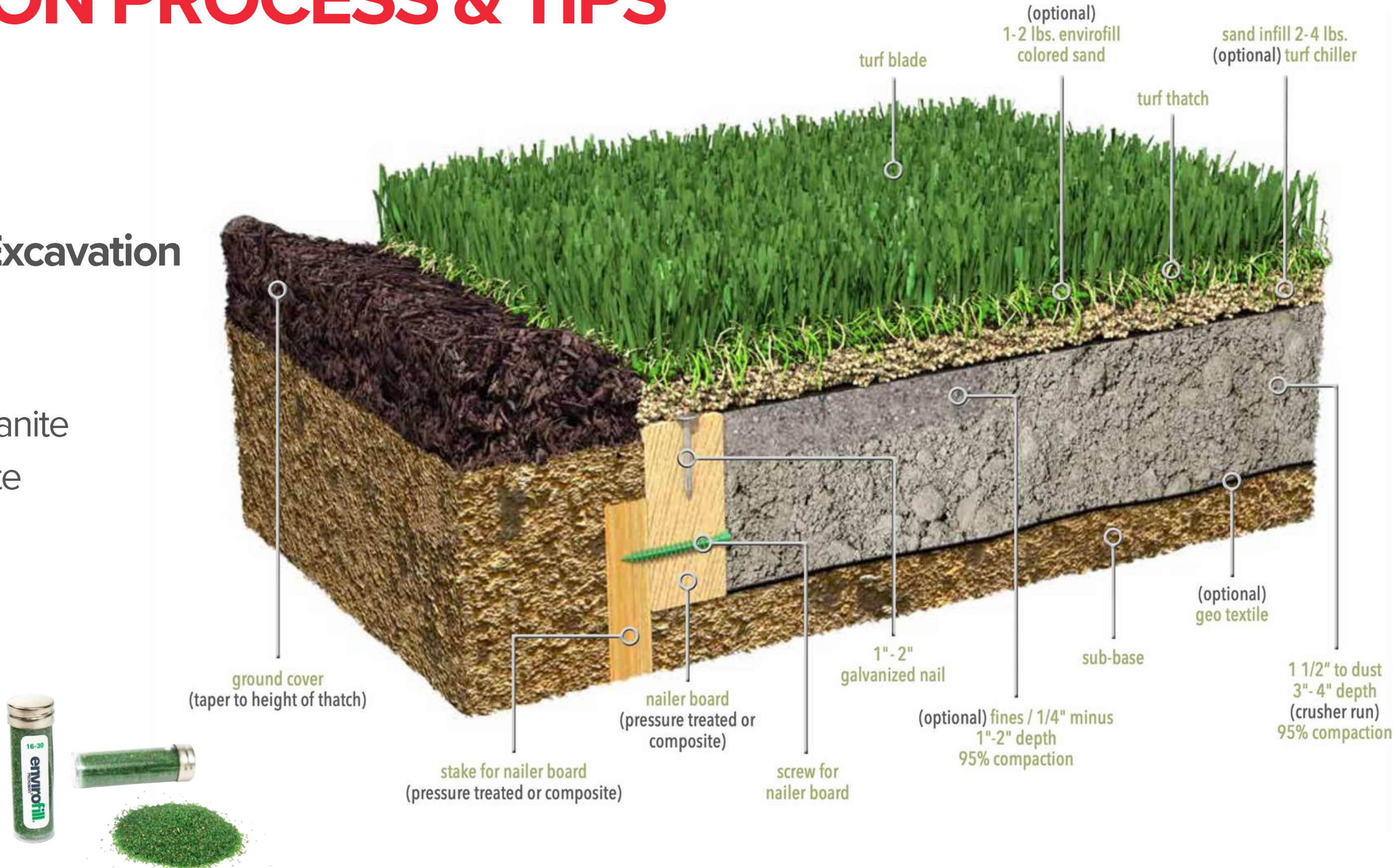
# REAL Installation Tips

Artificial turf installation is quick, clean, and efficient — transforming a space in just a few steps. Everything from ground prep to precise fitting and finishing, ensuring a seamless, natural look that's built to last.



# INSTALLATION PROCESS & TIPS

- **Sod Removal & Excavation**
  - 2"-4" deep
- **Base Material**
  - Decomposed Granite
  - Crushed Concrete
- **Compaction**
- **Turf Installation**
- **Brushing & Infill**





# REAL SOLUTIONS FOR EVERY SPACE

From cozy backyards to high-traffic play areas, turf delivers durable, natural-looking solutions for every outdoor space – no matter the size, style, or challenge.

## Residential Landscapes

- Front and back yards needing year-round curb appeal
- Shaded areas where natural grass won't grow
- Pool surroundings or patios where mud and grass clippings are a problem
- Pet-friendly zones or dog runs

## Commercial & Community Spaces

- Office or retail entryways for clean, low-maintenance green spaces
- Apartment complexes or HOA common areas
- Rooftop lounges or courtyards
- Hotel and resort landscapes

## Sports & Recreation

- Golf greens, tee lines, and putting areas
- Padel, soccer, baseball, or multi-sport fields
- School playgrounds and gym play areas

## Speciality & Hard-to-Maintain Areas

- Narrow side yards or slopes difficult to mow
- Between pavers, around trees, or on medians
- High-traffic pathways or event spaces
- Indoor or covered installations (gyms, showrooms, pet facilities)



# The REAL Benefits of Artificial Turf

With Realturf, you get REAL performance, REAL savings, and REAL curb appeal.



# REAL BENEFITS

Artificial turf offers lasting beauty without the hassle — saving water, reducing maintenance, and staying green year-round. It's durable, pet- and kid-friendly, and designed to look and feel just like natural grass.



## 1 EASY CARE

Think of this as the freedom upgrade. With artificial turf, you can forget mowing, watering, and fertilizing — your yard stays perfectly green all year long. That means more time enjoying your space and less time working on it.

## 2 SUSTAINABILITY

Natural grass requires constant watering to stay healthy, but artificial turf stays green with minimal water use. You'll see the difference in your water bill — and in your impact on the environment. Smart savings, **REAL** sustainability.

## 3 DURABILITY

Realturf is engineered for maximum durability — designed to look and perform its best for over a decade. With a 15-year product warranty and proven long-term performance, you can count on **REAL** quality that stands the test of time.

## 4 ALL-WEATHER

Rain or shine, Realturf is built to perform. Its high-quality fibers withstand heat, heavy rain, and everyday wear — keeping your lawn looking vibrant and in perfect shape all year long.

## 5 APPEARANCE

Artificial turf delivers a flawless, consistent look year-round — no weeds, mud, or uneven patches. Forget the mower, fertilizer, and pesticides; just enjoy a clean, green lawn that saves water and stays beautiful with zero hassle.



# STARTING THE CONVERSATION

Goal: Connect, qualify, and educate — not “sell.”



- “What do you like most about your outdoor space — and what do you wish you could change if possible?”
- “Have you ever thought about switching to artificial turf to cut down on maintenance or water use?”
- “A lot of homeowners are moving to turf for a cleaner, greener look year-round — is that something you’ve considered?”
- “If I could show you a way to keep your yard looking perfect without mowing or watering, would that interest you?”

These open-ended questions invite the customer to share their pain points — giving you a natural path to position artificial turf as the solution.

# BUILDING TRUST & CREDIBILITY



- **Proven Performance:** “Realturf has over 20 years of experience and 550+ locations worldwide — it’s a brand trusted by professionals and homeowners alike.”
- **Quality Guarantee:** “Every turf is engineered for durability, comfort, and natural appearance — backed by a 15-year warranty.”
- **Sustainability:** “Our products save water, eliminate harsh chemicals, and are designed with the environment in mind.”
- **U.S. Support:** “Realturf has U.S. distribution centers, so product and service are always local and reliable.”

# The REAL Difference

At Realturf, quality, innovation, and sustainability come together to create products that outperform and outlast. From advanced fiber technology to unbeatable service and support, The **REAL** Difference is in every detail.



# REAL DIFFERENTIATORS

**Unmatched Value:** Premium quality turf at a competitive price point.

**Always In Stock :** Reliable inventory and fast fulfillment when you need it.

**Personalized Support:** Direct, one-on-one service from our expert team.

**Custom Development:** Tailored turf solutions designed for your market.

**Strategic Growth:** Expanding with one new Realturf Center each year.

**Innovation First:** Constantly advancing with the latest technology and design.

**Globally Recognized:** Trusted by top organizations like FIFA, PPL, and the ESTC.



# Let's Keep It REAL and Open It Up

We've covered a lot of ground — now we'd love to hear from you. We're here to answer your questions, share insights, and talk about how Realturf can help you bring more green — and more growth — to your customers.

## THANK YOU





**Realturf USA**

11850 HEMSPEAD RD  
SUITE 290  
HOUSTON, TEXAS 77092

940-923-9699  
INFO@REALTURFUSA.COM

