

## Armacell LLC Launches ArmaSport Turf Underlayment Website

*www.turf.armacell.us features easy-to-navigate information for sports field designers, builders and owners*

**Chapel Hill, NC – March 13, 2017** – Armacell, a global leader in flexible foam solutions for the equipment insulation market and a leading provider of engineered foams, announces the launch of a new Armacell website which streamlines the path for designers, builders and owners of synthetic turf sports fields to ArmaSport® turf underlayment product choices.

The new website [[www.turf.armacell.us](http://www.turf.armacell.us)] offers ArmaSport shock pad product information, plus technical testing data for anyone interested in using a foam underlayment in their synthetic turf design. Visitors to the site will find news, safety testing data and videos to help them make a product selection. Characterized by a clean design along with easy navigation, the website offers mobile-friendly readability on all devices including tablets and smartphones.

“The ArmaSport turf underlayment website was designed with our customers in mind,” says Joanna Beckman, Armacell’s Marketing Communications Manager for the Americas. “Our shock pad product lines offer benefits to those who specify materials for sports fields as well as the builder and the owner of the facility. We wanted to make that information easy to access and navigate.”

### 100% protection from goal to goal

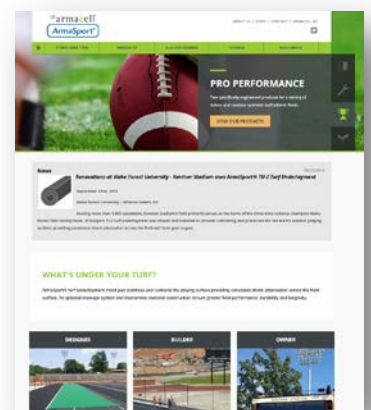
With more than 35 years of shock pad expertise, Armacell makes several options for synthetic turf fields. ArmaSport® turf underlayment shock pads stabilize and cushion the playing surface providing consistent shock attenuation across the field surface. Its optional drainage system and elastomeric material construction ensure greater field performance, durability and longevity. Foam shock pads can be used for a wide variety of field applications, including football, soccer, field hockey, lacrosse, baseball and multi-use fields as well as indoor practice fields.

“It’s Armacell’s goal to always improve the customer experience,” says Beckman. “The new site includes direct access to our sales and technical team who lead the turf underlayment division.”

Armacell LLC  
55 Vilcom Center Drive  
Suite 200  
Chapel Hill, NC 27514  
919 913-0555  
Email: [info.us@armacell.com](mailto:info.us@armacell.com)  
[www.armacell.us](http://www.armacell.us)

**Press contact:**  
Joanna Beckman  
Marketing Communications  
Manager - Americas  
[joanna.beckman@armacell.com](mailto:joanna.beckman@armacell.com)

### For Immediate Release



Follow us on Twitter  
[@ArmaSport](https://twitter.com/ArmaSport)

**ABOUT ARMACELL LLC:** Armacell is the global leader in expanded cellular foam technologies delivering decades of product knowledge and innovation to our partners in the automotive, heavy equipment,

transportation, medical, industrial, sports & leisure and construction markets. Armacell LLC now operates six manufacturing facilities in the US and one in Canada. The regional headquarters for Armacell in the US is located in Chapel Hill, NC.

For more information on Armacell products and services visit [www.turf.armacell.us](http://www.turf.armacell.us).

**ABOUT ARMACELL:**

Armacell is a global leader in flexible foam for the equipment insulation market and a leading provider of engineered foams. With 3,000 employees and 25 production plants in 16 countries, the company generated net sales of approx. EUR 560 million and EBITDA (before unusual items) of approx. EUR 100 million in 2016.

Armacell operates two main businesses:

**Advanced Insulation** develops flexible foams for the insulation of technical equipment utilized for the transport of energy - such as heating, ventilation & air conditioning (HVAC) and heating & plumbing (H&P) in residential and commercial construction, process lines in the heavy- and oil & gas industry, equipment in transportation, as well as, acoustics.

**Engineered Foams** develops high-performance foams for the use in a broad range of end markets including transportation, automotive, wind energy, sports and construction.

Armacell's products significantly contribute to global energy efficiency.

###

**Captions:**

- (1) Armacell launches new ArmaSport® turf underlayment site [www.turf.armacell.us](http://www.turf.armacell.us)
- (2) Armacell's new ArmaSport® turf underlayment website features resources for designers, builders and owners of synthetic turf fields

Armacell LLC  
55 Vilcom Center Drive  
Suite 200  
Chapel Hill, NC 27514  
919 913-0555  
Email: [info.us@armacell.com](mailto:info.us@armacell.com)  
[www.armacell.us](http://www.armacell.us)

**Press contact:**

Joanna Beckman  
Marketing Communications  
Manager - Americas  
[joanna.beckman@armacell.com](mailto:joanna.beckman@armacell.com)

**For Immediate Release**