



**MAGNOLIA TURF Co**  
PREMIUM SYNTHETIC GRASS

## Magnolia Turf Company Competitive Advantages

At Magnolia Turf Company, we pride ourselves on providing exceptional quality and service. Here's why we stand out in the artificial turf industry:

### 1. Professional Sales & Personalized Guidance

Our dedicated team of professional salespeople guides you every step of the way. From helping you choose the perfect turf samples, designing your outdoor living space, and pricing the project to being present during installation, we ensure a seamless process. We even do a thorough walkthrough after installation to guarantee your 100% satisfaction. We don't just install turf—we help you design the perfect outdoor living space. Our team works with you to create a custom landscape that enhances the beauty and functionality of your home or sports area.

### 2. Experienced & Well-Trained Crews

Magnolia Turf's crews are the best in the industry for several key reasons:

- **Experience:** With over 10,000 installations under their belts, our crews have honed their skills and expertise, allowing them to tackle a wide range of projects with confidence and precision.
- **Well-Trained:** Our teams undergo rigorous training to stay updated on the latest installation techniques and best practices. This ensures they are equipped to deliver exceptional results every time.
- **No Shortcuts:** We believe in doing the job right. Our crews are committed to quality workmanship and take no shortcuts during the installation process, ensuring that every detail is attended to.
- **Proper Sub Base Use:** A solid foundation is crucial for the longevity of artificial turf. Our crews are trained to properly install the subbase, ensuring excellent drainage and durability. We use 3 to 4 inches of either decomposed granite or crushed limestone to ensure stability and permeability.
- **Hiding Seams and Perfect Cuts:** Our teams are adept at concealing seams and making precise cuts, resulting in a seamless and aesthetically pleasing finish. This attention to detail contributes significantly to the overall appearance and performance of the turf.
- **Clean Up:** We understand the importance of leaving a job site tidy. Our crews prioritize cleanup after each project, ensuring that your space is left clean and inviting.



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By combining experience, training, and a commitment to quality, Magnolia Turf's crews consistently deliver outstanding installations that meet and exceed customer expectations.

### **3. Durable & Long-Lasting Turf**

Magnolia Turf is designed with durability in mind. Engineered for strength and resilience, our turf can withstand heavy foot traffic, making it ideal for high-usage areas. Backed by a 15-year warranty, you can trust in the lasting quality and performance of our products.

- **Blade Shape for Resilience**

Magnolia Turf uses W shape, S shape, and C shape blades, which are specifically engineered to handle heavy foot traffic better than traditional flat-shaped blades. These blade designs create a more robust structure that allows the turf to bounce back after being stepped on. Unlike flat blades, which tend to bend and stay matted after repeated use, these shaped blades offer superior resilience, keeping the turf upright and natural-looking.

- **Blade Integrity with Reinforced Spine**

Each blade in Magnolia Turf products is designed with a spine, which significantly enhances the turf's durability. The spine provides extra support, helping the blades retain their shape and withstand pressure from foot traffic. This design prevents the turf from flattening and gives it the strength to maintain its integrity over time. Many lower-quality turf products lack this structural support, causing them to feel flimsy and look like confetti after minimal use, whereas Magnolia Turf ensures long-lasting performance.

- **Independent Testing for Durability**

Our turf products have been independently tested to ensure they can handle high levels of foot traffic without matting down. The test is called Lisport and our products tested very well which gives us confidence installing projects for you. This rigorous testing guarantees that our turf remains lush and vibrant even in high-traffic areas such as walkways, backyards, or pet play zones. Magnolia Turf products outperform others, many of which tend to mat down quickly under heavy use, leaving a flat, worn-out appearance.

- **Longevity Under Heavy Use**

Whether it's for a busy household with pets or commercial spaces with constant foot traffic, Magnolia Turf ensures that your investment lasts. Our products resist matting and wear, allowing the turf to maintain its plush, upright appearance even after years of use.



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Magnolia Turf's blade designs, reinforced spines, and independently tested durability make our products the best choice for areas with heavy foot traffic. This focus on quality ensures that our turf won't lose its shape or visual appeal over time, unlike many other products on the market.

#### **4. Superior Realism**

Our turf is crafted with top-grade synthetic fibers that mimic the look and texture of natural grass. With a blend of green shades, brown thatch and natural color variations, it creates a lifelike appearance that lasts. Additionally, we focus on products that are thick, lush and tall designed to replicate the feel and appearance of premium, natural grass.

- **Multiple Shades of Green**

Magnolia Turf uses turf that incorporates multiple shades of green to mimic the natural variation found in real grass. This attention to detail gives the turf a vibrant, authentic appearance that blends seamlessly into any landscape, avoiding the "plastic" look common in lower-quality products.

- **Brown Thatch Layer**

A brown thatch layer is added to the turf to replicate the look of natural dead grass beneath fresh growth. This feature enhances the depth and natural feel of the turf, making it look even more lifelike when viewed from different angles.

- **Delustered Blades**

The blades of Magnolia Turf are delustered, which means they are designed to reduce the artificial shine often associated with synthetic turf. This helps the grass appear more natural, especially under sunlight, further enhancing its realism and helping it blend in with natural environments.

- **Tall Pile Height and Thick Turf**

Magnolia Turf features a taller pile height, creating the impression of freshly mowed, healthy grass. In addition, the thickness of the turf ensures a plush, dense surface that not only looks realistic but feels like real grass underfoot. The combination of these elements gives the turf a luxurious feel and natural appearance.

- **Curated for Quality**



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Magnolia Turf doesn't cut corners. Each product is carefully curated, choosing only the highest quality materials and designs to ensure durability and a realistic aesthetic. This commitment to excellence means that every turf product is the best of the best, offering customers long-lasting and visually appealing solutions.

By focusing on multiple shades of green, a natural thatch layer, delustered blades, and a thick, tall pile, Magnolia Turf delivers a product that is more realistic than others on the market.

### 5. Innovative Performance Features

Magnolia Turf is designed with several innovative features that set it apart from traditional artificial turf products, providing superior performance, durability, and aesthetics. Here's a breakdown of the standout features:

- **Flow-Through Backing for Superior Drainage**

Unlike traditional turf that relies on hole-punched backing, Magnolia Turf features an advanced flow-through backing system. This innovative design allows water to drain freely and evenly through the entire backing, rather than just through small holes. The result is much faster and more efficient drainage, reducing the risk of puddling and keeping the turf surface dry and safe, even after heavy rain or irrigation. Our flow-through backing drains at a rate of 900 inches per hour which is 2900% faster than typical turf.

- **Microban Coating for Antimicrobial Protection**

Magnolia Turf is coated with Microban, an antimicrobial technology that helps inhibit the growth of bacteria, mold, and mildew. This ensures that the turf remains cleaner and fresher for longer, making it especially useful in high-traffic areas or for applications involving pets. Microban helps reduce odors and stains, making maintenance even easier while creating a safer and more hygienic environment.

- **LusterGuard to Prevent Sheen in Sunlight**

A common issue with some artificial turf products is the unnatural sheen they can produce in direct sunlight. Magnolia Turf solves this with its LusterGuard technology, which minimizes reflectivity, giving the turf a more natural look under bright conditions. This ensures that the grass retains a soft, realistic appearance without the plastic-like shine that can detract from its aesthetic appeal.

- **Tall Brown Thatch for Added Realism**



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Magnolia Turf incorporates tall brown thatch within the blades to replicate the look of real grass. The brown thatch mimics the dead layer of grass found in natural lawns, adding depth and a natural variation in color that enhances realism. This gives the turf a lush, well-maintained appearance, blending multiple shades of green with the tall brown thatch to achieve an authentic, lifelike look.

### **6. Environmentally Friendly Solutions**

We care about the environment. Our turf reduces water usage, eliminates the need for fertilizers, and decreases pollution from lawn equipment. We also ensure that our products are free from harmful "forever chemicals" like PFAS, thanks to independent testing and verification.

### **7. Strong Buying Power for Competitive Pricing**

Thanks to our strong relationships with suppliers, we source premium materials at competitive prices. This allows us to provide top-quality turf solutions that give you the best value for your investment—without compromising on quality. Because we are in every major market in Texas and install over 2 million square feet every year, we get quality products at a great price. We know the market and we are very competitive with our pricing - we never sacrifice quality though. We are just efficient without time (drives labor cost down) and have established relationships with supplies where we buy in bulk (drives materials costs down).

### **8. Trusted Brand with 1,000s of 5-Star Reviews**

Magnolia Turf is a highly reliable brand, with over 9 years in business and a track record of excellence. The company has installed over 10,000 projects and earned thousands of 5-star reviews, reflecting the satisfaction of countless customers. Operating in every major market in Texas and Florida, Magnolia Turf is known for its commitment to quality. They take no shortcuts—whether it's their premium products or meticulous installation process—ensuring a durable, beautiful result for every project.

### **9. Reliable Warranty & Support**

You can trust Magnolia Turf's warranty and support system because we stand behind our work with a 15-year product warranty. If you encounter any issues after installation, such as settling, wrinkles, uneven spots, or turf lifting at the edges, we will come back and fix it promptly. Our team is dedicated to customer satisfaction, and we make sure to always answer our phones and provide ongoing assistance, ensuring your project looks perfect for years to come.

### **10. Owner-Operated**



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As an owner-operated business, we maintain a hands-on approach to ensure that every project meets our high standards. We are not a large corporate business that only cares about profit. Every partner and salesperson is deeply incentivized to care about each customer and project. Magnolia Turf is a company you can trust to deliver excellence.