

PROGNME



OUR BRAND PROMISE IS TO ...

Listen and understand the needs of our diverse and international target groups developing flexible and tailor-made solutions for artificial turf systems.

We work based on honest & trustful cooperation enriched by the professionalism and joy of our team.

Our main target is to act as an add-on in our customers' business, supporting the further development of the artificial turf industry, which should work for the benefit of society & environment.



OUR BRAND AMBITION IS TO ...

Be recognized as one of the absolute innovators of the artificial turf industry, always focused on:

- // The further development of the industry and the continuous raise of standards in artificial turf systems.
- // A desirable brand and excellent product performance that add value to our customers' business.
- // The social anchoring and democratization of sports & leisure activities.

OUR TARGET GROUPS ARE ...

Innovative and environmentally driven companies and organizations that support the fair & honest development of the industry and care about the needs of future generations. Together we aim to supply the best artificial turf solutions to the end users & society.

OUR CORE VALUES ARE ...

- // Professionalism
- // Joy
- // Trust
- // Honesty
- // Diversity

OUR COMPETENCIES ARE ...

- // Listening & understanding
- // System thinking
- // Continuous learning

IN OUR FUTURE ...

We plan to keep doing what we enjoy the most: listening to and working together with our customers, learning from the industry and from the end users and applying all that knowledge combined with our expertise to create solutions that not only meet the industry requirements, but raise its performance standards. Our brand, its values and its promise show the path we want to keep following in the future. We want to use a fantastic brand with consistent values for the inspiration of the industry. We want to use a desirable brand for the further establishment and the credibility of the industry in our society.



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