



Sporturf™ completes Lassiter High School Artificial Turf Field with Lutzie 43

FOR IMMEDIATE RELEASE

Dalton, GA August 14th – Controlled Products Vice President of Sales and Marketing, Kevin Barker, announced that Sporturf™ has just completed the new Lassiter High School Football Field installation. "I am pleased to announce that Sporturf just completed the replacement of the Lassiter High field in Marietta, Georgia. The new Lutzie 43 Field is a symbol of excellence and dedication to which Lassiter and its athletes are committed. The school and Lutzie Foundation were able to partner together to fund the project and deliver a new state of the art Sporturf Powerhouse field".

The Lutzie 43 Foundation preferred a partner that would not only provide a superior quality field for Lassiter High School in memory of Philip Lutzenkirchen, but a partner that understood the Lutzie 43 Foundation's mission and their desire to preserve Philip's legacy. According to Bob Penter, from the Board of Directors of The Lutzie 43 Foundation, "We wanted to work with an organization that understood that Lutzie Field is more than just artificial turf, that it is intended to serve as a tangible reminder in our local community of the Foundation, our mission to help young men and women make better decisions and the legacy that Philip Lutzenkirchen left."

Sporturf™ is the leading synthetic turf surface company in the world, with values walk hand in hand with those of the Lutzie 43 Foundation. Both desire to serve and lead customers in the right direction, as well as cherish them and their business while remaining genuine and authentic, and forever learning and growing as a business and organization. Mr. Barker went on to say, "We are proud to be part of something that promotes values that teach young students and athletes that choices matter" said Barker.

The Sporturf™ surface is one of the finest in the industry and will bring many years of excellent play for every athlete that sets foot on it. That seems to be the consensus among Lassiter High School representatives. In fact, according to AD Scott Kelly, "The field is a night and day difference compared to our original eight year old field; this field is much softer and brighter with cleaner lines. Everything is great!"

As an organization that is continuously growing and changing with the demands of our customers, it is extremely important to us that we receive feedback from our customers no matter the size of the project.

“Our experience with Sporturf™ has been outstanding throughout the whole process. Beyond the high quality product and beautiful field that's been installed, the service has been above and beyond our expectations. Due to various challenges in the process, we forced a very narrow window on Sporturf to complete the project, and a difficult planning process,” Mr. Penter went on to say.

Penter added that, “No matter the challenges, Sporturf has stood right with us in assuring that the project was completed on time and in a very high quality fashion. Sporturf has gone above and beyond in meeting our expectations, and it's reinforced our original decision to retain the organization.”

Matt Riggs, Business Director for Sporturf™, wholeheartedly agrees with Penter, adding that, “Sporturf™ is proud to be associated with wonderful organizations like the Lutzie 43 Foundation and great schools like Lassiter High School. This project was such a truly memorable experience and it was an honor to be able to construct a field in honor of Philip Lutzenkirchen. We hope Lutzie 43 Field helps to promote the values that were so important to Phillip and provides a lasting reminder of his legacy to all the players who utilize the field for years to come.

Philip's father, Mike Lutzenkirchen, stated, “The goal is to have a kid walk onto the field, ask why it's called Lutzie 43 Field, and then learn the lessons and values that were so important to Philip in his life.”

About Controlled Products and Sporturf™:

Headquartered in Dalton, Georgia, Controlled Products (www.cpturf.com) produces the highest quality synthetic turf in the industry for every possible application. Sustainability, innovation, research, the ability to customize deliverables and the use of advanced, state-of-the-art technology are key priorities for the organization. Established in 1989, Controlled Products is an ISO 9001, ISO 14001 and OHSAS 18001 company. As a founding member of the Synthetic Turf Council (STC), and a STC Certified Manufacturer/Supplier, their expertise is unmatched in the industry. Their synthetic turf products are currently in use in thousands of athletic fields, playgrounds, landscape projects, golf courses and indoor sport facilities throughout the world.

Sporturf™ is leading the way in the synthetic turf industry with Game Ready, an entirely new product line up that allows owners, coaches and players to focus on the training, speed of the game and safety, all the things that matter. Game Ready is a no-nonsense product that was developed with all the performance characteristics players, coaches and owners demand. Game

Ready is designed to provide facilities a premium and hassle free solution. The product installs in days and has no infill requirements making the product sand and rubber free.

Controlled Products is the parent company of Sporturf™ (www.sporturf.com) which supplies large athletic facility customers and sells and installs athletic fields through preferred partners; Synthetic Turf International™ (www.synthetic-turf.com), whose network of distributors installs synthetic turf for golf, landscape, playground, pet turf and indoor sporting facilities; GrassTex™ (www.grass-tex.com), which distributes products through retailers, carpet stores and rock yards; Grass Turf Mills (www.grassturfmills.com), manufacturer of private label brands for dealers and resellers and Aqua-Fab, designer of custom logos and images for synthetic turf projects. To learn more, visit www.cpturf.com, call (800) 562-4492 or contact the company at Controlled Products, LLC, 200 Howell Drive, Dalton, Georgia 30721



About Lutzie 43 Foundation

The [Lutzie 43 Foundation](#) was established in loving memory of [Philip Lutzenkirchen](#), shortly after his death in 2014. On June 29, 2014, Philip died in a tragic single vehicle accident at just 23 years old. Though Philip has departed from us in this world, his legacy will never be forgotten.

The objective of the [Foundation](#) is to pass on Philip's many remarkable characteristics in terms of community service, leadership and service to others. The Foundation's motto for young students and athletes is to "Live like Lutz, Love like Lutz, and Learn from Lutz," reflecting our desire to help others live out the many positive character attributes that Philip displayed, while learning from the circumstances that led to his death.

The Lutzie 43 Foundation aims to develop the character of young people and their influencers by focusing on leadership, charity, compassion, mentorship, hard work, honesty and faith through education and real world application.