

FOR IMMEDIATE RELEASE

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ENVYLAWN® ENCOURAGES YOU TO RETHINK, REPLACE, & RECYCLE

Dalton, GA – EnvyLawn® unveils its new Rethink, Replace, Recycle campaign in an effort to encourage everyone to Rethink the way that you think about synthetic grass, Replace the hours that you spend maintaining your yard with hours of enjoyment, and Recycle EnvyLawn® to help conserve our natural resources.

EnvyLawn® artificial grass is designed to provide a natural, grass-like look and feel while eliminating the need for irrigation, maintenance, herbicides, pesticides, fertilizers, fuel for lawn mowers, and exhaust from maintenance equipment. EnvyLawn® takes environmental sustainability a step further by adding the ability to recycle 100% of the grass without needing to separate the grass fibers from the backing (unlike other products that use urethane secondary backings). EnvyLawn® is made out of 100% polyolefin which makes recycling simple without compromising performance.

For more information, contact Challenger Industries by calling 1-800-334-TURF (8873) or by emailing info@challengerind.com.

