

TECHNICAL  
SURFACES

//News

Issue 01 // Summer 09

# //The Future In Artificial Surface Maintenance//

Maintaining Standards

# Established In 1998, UK's Largest Service Provider Of Synthetic Pitch Maintenance, Why Rebrand?

As part of an ongoing strategy of expansion, Technical Surfaces has launched its new corporate identity, complete with new logo, new brochures, and new website.

The new identity was developed to reflect the dynamic nature and rapid growth of the company, and to take Technical Surfaces into what promises to be an exciting future.

Technical Surfaces is now considered the leading synthetic sports pitch maintenance specialist in the UK. Their client base spans the length and breadth of the country and includes large local authorities as well as small clubs and private court owners with the company carrying out over 8,500 site visits per year.

The new look logo and branding is a basic graphic depiction of the layers of material used in the construction of an artificial surface / pitch – base layer, support layer and surface layer. The addition of the 'grid' motif is to emphasise the technical nature of their service and the attention to detail which is an area of importance for Technical Surfaces. The 'white' sweeping motif is a depiction of a line marking taken from a centre circle and is symbolic of the constant drive to provide the best possible service.

The new image will be reflected across a range of new magazine adverts, product-led direct mail, company brochure and a completely re-designed website at [www.technicalsurfaces.co.uk](http://www.technicalsurfaces.co.uk)



## Surface Layer

Where true performance is measured both on and off the pitch

## Support Layer

Offering the flexibility to deal with any given situation

## Base Layer

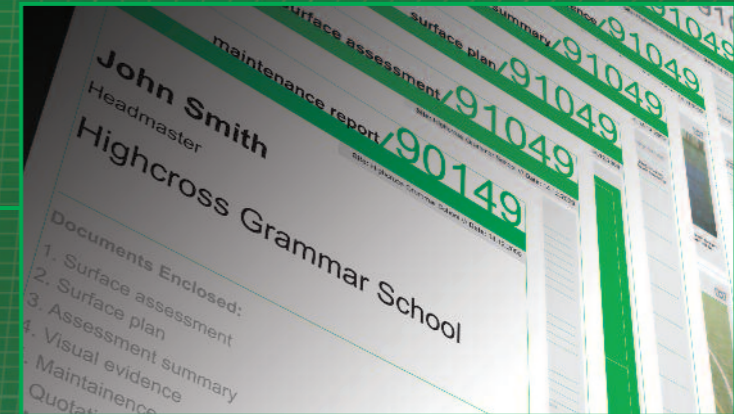
The building blocks for a successful company lay in creating a solid foundation

“As we celebrate our 10th year of business, we're proud to unveil a look that demonstrates a modern take on core ideas that remain rooted in our company ethos – Maintaining Standards. The clean lines of our new logo, with its sharp contrast of green demonstrate a focus on concepts of simplicity and sophistication – both in a harmonious balance. Evoking a sense of dynamic movement and evolution, our new logo represents a continued commitment to meeting the needs of our customers.”

Greg Hill, Technical Surfaces' Commercial Director

## //New In-Depth Reporting

Our comprehensive reporting just got better. Clearer, more detailed and better structured clients will find the new layout far easier to use. Pitch assessment, plan drawings, pictorial evidence, recommendations, guidelines, quotation plus supporting information will ensure clients can make informed decisions on the upkeep of their surface. Whether it's part of the annual reporting on your surface or an initial inspection of your facility we are sure you will find the report invaluable. If you haven't already done so, call us for a free assessment of your surface.



## //Ongoing Pitch Performance Testing & Analysis

With the oldest pitch we maintain now in its 22<sup>nd</sup> year, we have plenty of field experience and data to support that what we do is effective at prolonging the life of any synthetic surface. With ongoing testing and analysis of our clients sites and enlisting the help of Loughborough University to carry out rigorous laboratory testing you can rest assured that your surface is in the best possible hands. If you simply want to get the most out of your pitch or need your surface to pass stringent performance criteria such as the FIFA 2\* testing we can help.

## //OTIS (Online Technical Information System)

Keeping accurate records of any asset has always been important, so why should your artificial pitch be any different. Having initially invested a large capital sum in the provision of the facility it is crucial that accurate maintenance and servicing records be kept in order. Our new Online Technical Information System (OTIS) will allow our clients to easily monitor and track their surfaces performance, record maintenance activities and retrieve useful information all at the touch of a button.



REGISTER ON-LINE AND RECEIVE MONTHLY E-NEWS ON NEW INNOVATIONS AND PRODUCTS WHICH WILL HELP EXTEND THE LIFE OF YOUR SURFACE AND SAVE YOUR MONEY



Technical Surfaces Limited

Standards House Meridian Business Park  
Meridian East Leicester LE19 1WZ  
United Kingdom

tel:// +44 (0)8702 400 700

fax:// +44 (0)8702 400 701

[http:// www.technicalsurfaces.co.uk](http://www.technicalsurfaces.co.uk)

[mail:// info@technicalsurfaces.co.uk](mailto:info@technicalsurfaces.co.uk)