



Insured Warranty Gives Sportexe Clients Sure Footing in Synthetic Turf Selection

Round Rock, TX, January 23, 2007 --(PR.com)-- The landscape of the sports surfacing industry has become very confusing. Perspective buyers are inundated with warranty information from several turf companies, with much of the information being difficult, if not impossible to decipher.

So the question becomes ... how do you determine which insured warranty is best?

The primary reason for having an insured warranty is to protect the consumer from the possibility of the turf provider filing for bankruptcy. Some policies provide reimbursement to only the turf company and not the owner of the field. Therefore unless the clause provides for reimbursement directly to the warranty holder the consumer may not be reimbursed.

“This is the most frequent question asked regarding insured warranties,” said Sportexe President and CEO Mark Nicholls. “It is very important to fully understand just what the insured policy provides for and what it does not. At Sportexe, our insured policy allows for full reimbursement directly to the warranty holder in the event of bankruptcy. So our customers are guaranteed protection.”

Sportexe, a global leader in the synthetic turf industry over the past 17 years, was the first company in its marketplace to offer a fully comprehensive, prepaid insured warranty that protects the consumer and not the company.

“We are very proud of the protection and overall peace of mind that we provide for all Sportexe customers,” said Nicholls. “This is a small sample of the commitment Sportexe is making to better the standards and practices within our industry.”

“We wanted the safest surface we could buy,” said Neil Desmond, Councilman, Vernon Township, N.J. “We looked for a company that's handled both high profile and municipal installations, has overall company strength, a good warranty and a reputation for quality products and service. That company is Sportexe.”

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