

## **Signature Flooring Provides Turf Protection at Fenway for the 2010 Winter Classic**

New York, NY – Signature Flooring Systems ([www.stadiumflooring.com](http://www.stadiumflooring.com)), the world's largest turf protection company, provided its ultra-heavy-duty ArmorDeck flooring system to protect the grass turf at Fenway for the 2010 NHL Winter Classic.

"I'm a new Englander who's lived in Boston so for me Fenway is hallowed ground" Said Jason Frew, Signature's VP of Stadium and Arena Sales "This job was a personal one for me, so I made sure we used our heaviest duty flooring system. There's nothing like standing in the middle of Fenway and watching the scene come together" he added.

Signature provided nearly 60,000 sq/ft of ArmorDeck modular turf protection for access to the field as well as to protect the sensitive field from forklift traffic, snow plow traffic, and the full sized hockey rink construction. Installation took 3 days and special panels were cut to meet the unique layout specified by the NHL. Portable flooring sections were transported by forklift over previously installed sections and connected, forming a continuous roadway and platform for the nearly one month long series of events.

By installing ArmorDeck, forklifts and other traffic never had to traverse the field. Nearly 20,000 gallons of water were placed over an aluminum refrigeration system that was installed over the ArmorDeck to form the playing surface. Dasherboards were installed to complete the rink and forklifts traversed the floor day and night.

33,166 fans braved a snowstorm for the experience to see a professional NHL game played outdoors at Fenway. Game-time temperature was 29 degrees Fahrenheit.

"Our ArmorDeck product really shined on television and in numerous pictures broadcast by the NHL and the news" said Mr. Rosan, President of Signature "This type of event really tests the limits of any modular flooring system. It's below freezing, heavy equipment needs to move over the floor consistently, and the stadium is of national importance" he added.

"ArmorDeck is the most technologically advanced turf protection system on the market today" said Eric Hochman, Signature's SVP of Sales. "It is rapidly becoming the flooring of choice where serious turf protection is required" he added.

"Our job is to protect turf, but more importantly, to make sure that the stadium manager and head groundskeeper at each stadium is happy" said Mr. Frew. "In the end, if these two people are happy and the turf looks good, we have done our job well" said Mr. Frew.

ArmorDeck is Signature's premium turf protection flooring product. It is used for more sensitive surfaces where heavy weight and regular vehicle traffic is expected.

ArmorDeck and Signature's other lighter weight turf protection products are available for both rental and sale worldwide.

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