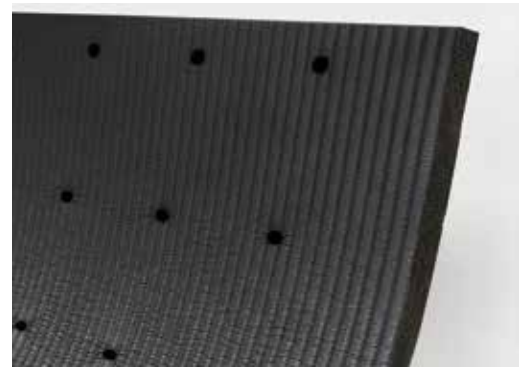


CASE STUDY

# Golf Course Turf Underlayment Installation

In a state-of-the-art golf simulation recreation center, reality of playing the game is key. Years of ingenuity crafting natural, real course details prompted Brooks Co. Sports to seek out a synthetic turf playing surface with the most realistic feel available, and what went under the turf was equally important. Armacell's ArmaSport® turf underlayment shock padding provided the exact look and feel they were searching for on this indoor green. **Armacell in action.**

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# To a Tee

## Scoring the Win at Golf Gaming

**Project:**

Synthetic turf installation at Revelry Entertainment Center

**Location:**

Brooks Co. Sports, NextLinks

**Customer:**

Worldwide Foam

**Challenge:**

Finding a turf and underlayment product that would provide a natural, real green course feel at a brand-new indoor golf simulation recreation center.

**Solution:**

Armacell's ArmaSport padding solution provided an easy installation that perfectly replicated the ball bounce action of hitting on a natural green while using a synthetic surface.

**GROW THE GAME**

It all began with a dream of a real game of golf on the most natural playing field indoors. NextLinks CEO, Dave Shultz, came up with the idea of delivering a competitive alternative to the game of golf utilizing infrastructure, technology and more than 150,000 lines of software code to bring games to life in an exceptionally entertaining way. This new recreation center is a revolution to the game of golf as players are on an actual indoor golf course, some mirroring simulated world-famous venues, and having their entire experience without ever moving from their initial location. The play is enhanced by using a virtual reality screen for full swing shots and a real surface turf for short game play.

More than 17 million people expressed interest in trying their hand at a game of golf in 2020. Short courses have exploded with resorts and parks adding par-3 courses in their list of amenities. By turning full swing "practice" into a game and placing the putting green in an entertainment style venue, players can enjoy 18 holes in less than two hours compared to five or six hours on a real course. This makes golfing more accessible while providing greater shooting variety on a smaller footprint than a full-sized course. A win-win for everyone.

Powering the future of golf, these innovative recreation centers use "real feel" turf with underlayment padding, complex software, VR/AR simulators,





## Did You Know?

According to the National Golf Foundation, almost **25 MILLION** people played golf on a “real” course in 2020, and over **12 MILLION** more played only off-course golf that year. It’s tee time!

and a system of light beams to gamify “zones” for putting entertainment and competition at any scale. One new location named Revelry in Mesa, AZ is a 60,000 square foot indoor and outdoor venue featuring 14 putting zones, an arcade, and a bar, with the capacity to host events like competitive league nights and tournament play. This new venue has been featured at Golf.com and is the sweet spot for professionals and amateurs alike. Revelry not only boasts NextLinks technology that offers three different playing modes, it encapsulates a massive 80 x 20 feet, contoured putting green with two simulator screens integrating simulation play with live play for the short game within a real golf environment.

The traditional putting green used is a functional re-imagination utilizing premium construction materials. Building this master level, real-life course indoors proved a challenge due to artificial reactions of common turf underlayment products. It was imperative to NextLinks and Brooks Co. Sports, the turf installer working on this project, that the underlayment padding provide the same ball response as chipping onto a real green. Several padding and filler products were tested during design and production, but most had unnatural ball reactions that interfered with shots, distance, or speed. Others like artificial polyurethane coated sand created dust as well as indoor air quality and silicosis concerns.

Owner and operator, Michael Brooks at Brooks Co. Sports, helped achieve this

important course design requirement by using Armacell ArmaSport® TU2 padding which replicates the ball bounce action of a natural green while using synthetic surfaces. “ArmaSport was spot on,” commented Brooks. “The padding allowed the ball to dead end as if on a natural green when chipped. There was no bounce. It worked with every undulation of the course and fit like a glove.” ArmaSport TU2 had an easy-to-work-with nature which ensured a fast install without errors, plus an added humorous benefit. “The rolls of ArmaSport were lightweight, flexible, and quickly glued down in place. Interestingly, the feeling of the product after installing was a huge hit as everyone enjoyed walking on it. They wouldn’t get off the course!” This creative business model including an innovative green with Armacell’s superior turf underlayment padding will welcome people to stay in place to play for hours. The successful outcome for a new game, worlds away from a traditional course.

### MASTERING THE EXPERIENCE

A synthetic course’s success starts under the green. ArmaSport TU2 underlayment stabilizes and cushions playing surfaces providing consistent shock attenuation across the course. Designed for use as a golf mat for both indoor or outdoor environments, the closed-cell padding provides that “fairway” feel on putting greens, driving ranges, tee lines and golf simulators. The padding is made from premium, first-run material—not scraps. It is supplied in 60” wide rolls and long lengths helps to make installation fast and easy and is manufactured in 3/8” and 5/8” thicknesses to meet the strictest specifications. ArmaSport TU2 has also been tested to FIFA 2 Star and ASTM F355 test methods. For more than 35 years, our closed cell foam has been the ideal turf underlayment pad for consistent playing conditions and greater longevity. What’s under your turf? ■

## Safe and Environmentally Friendly

- Tested to FIFA 2 Star test methods
- Tested to ASTM F355 test methods
- Low phthalate products that meet the phthalate threshold requirements (<0.1%) of the CPSIA / CPSC Improvement Act of 2008 public law 110-114
- Formaldehyde free and meets the global REACH and RoHS requirements covering prohibited and reportable substances
- Manufactured with an antimicrobial to protect against fungi, mold and bacteria

All data and technical information are based on results achieved under the specific conditions defined according to the testing standards referenced. Despite taking every precaution to ensure that said data and technical information are up to date, Armacell does not make any representation or warranty, express or implied, as to the accuracy, content or completeness of said data and technical information. Armacell also does not assume any liability towards any person resulting from the use of said data or technical information. Armacell reserves the right to revoke, modify or amend this document at any moment. It is the customer's responsibility to verify if the product is suitable for the intended application. The responsibility for professional and correct installation and compliance with relevant building regulations lies with the customer. This document does not constitute nor is part of a legal offer to sell or to contract.

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## ABOUT ARMACELL

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As the inventors of flexible foam for equipment insulation and a leading provider of engineered foams, Armacell develops innovative and safe thermal, acoustic and mechanical solutions that create sustainable value for its customers. Armacell's products significantly contribute to global energy efficiency making a difference around the world every day. With 3,200 employees and 24 production plants in 16 countries, the company operates two main businesses, Advanced Insulation and Engineered Foams. Armacell focuses on insulation materials for technical equipment, high-performance foams for high-tech and lightweight applications and next generation aerogel blanket technology.

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