

## SPOTLIGHT ON:



## SYNTHETIC LAWN GRASS AND PROFESSIONAL PUTTING GREENS

by JODY ROBINSON

Owning your own home is a huge part of the American dream - but it's not just owning a home ... it's the pride of ownership that extends to the care you put into the way the property looks - inside and out.

The front lawn is one of the first things about your home that people see, and a tidy, lush-looking lawn not only adds to your home's curb appeal, but also adds to the overall aesthetic appeal of your neighborhood.

But "lush" might be quite a stretch to achieve with the water shortage and no end in sight to our state's drought conditions. That is, unless you call Gorilla Grass - providers of the highest quality synthetic lawn grass for both residential and commercial customers.

For our part, my husband and I were tired of looking at a barren patch of dirt in our backyard and I hesitate to call what was struggling to grow there "grass." We decided to install a synthetic lawn and called on Gorilla Grass owner Denis Weber and his professional team to try to make the area look better and have it be a more useable space for the kids could play.

Serving Orange County since 1998, Denis has continually grown the company year after year - a testament to the quality of his product and service. Gorilla Grass provides two types of grass: Synthetic Lawngrass and Professional Putting Greens.

Living with a water shortage in California is just par for the course (pun intended), but synthetic grass can help you cut down significantly on your water usage and judging by the results we achieved, you don't have to sacrifice beauty for cost-savings.



"Synthetic or artificial lawn grass is so sophisticated today, that it very closely imitates real live grass while saving water, which saves a serious amount of money for the home or business," says Denis. "In general, by switching to artificial lawn, the savings in water consumption amount to about 48 gallons per square foot, per year - an outstanding figure!"

When we spoke with Denis, it was immediately evident that he is extremely proud of his product, but we were equally impressed by personal testimonials of his many happy customers.

"Denis has done an incredible job with an incredible product," says Mike and Shannon Wells concerning the installation of Gorilla Grass at their home. "The kids play constantly on the grass, and we will be adding a new

family member (a puppy) without any worries. We cannot say enough about how happy we are with the product as well as with Denis and his team."

According to Denis, the ways in which Gorilla Grass simulates real grass are numerous: "its weight (double the average at 143oz per

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square yard), its high density, its extra softness and plushness, its resiliency, its height (2", whereas most lawns are 1 1/2" to 1 3/4")", and its special diamond-shaped fibers - which help make Gorilla Grass more resilient and more realistic. Gorilla Grass is just like real grass, only better.

Denis' golfing green material - Mirage Putting Green - is also available for avid golf enthusiasts who want to set up a practice green at home.

"The Mirage Putting Green is 100% lead-free, heavy, dense, and is a nylon green that gives a 'PGA-like feel' every time," says Denis.

Denis is incredibly grateful to his staff, in particular one very "gifted visionary" who works tirelessly to develop new and existing products. He calls this inventor the "Steve Jobs of our industry" and credits him with the high quality of their Mirage Putting Green and Gorilla Grass, which Denis proudly says are the "two finest products available anywhere in their respective categories."

Denis and his team pride themselves on superior customer service. Client Ken Lee asked Gorilla Grass to install a back lawn for him, and met with 4 different artificial lawn vendors before choosing Denis.

"Denis was by far the most professional, friendly, and informative," says Ken Lee, who met with four different artificial lawn vendors before choosing Gorilla Grass. "The installation went without a hitch, despite the fact that I made some design changes prior to install. Denis and his lead installer, Roman, were outstanding and a pleasure to work with."

Denis credits the success of Gorilla Grass to having "the motivation, the ability, the know-how, the creativity and the financial capability to manufacture and market the absolute finest products in the industry."

Customer Dr. Dante Toriello agrees with Denis' assessment and adds that the work was so good, his lawn had become "uniform, maintenance free and beautiful." His American dream had been fulfilled, and in Dante's words, thanks to Gorilla Grass, his home had now become "the showplace in the neighborhood."