TO THE MEMBERS OF FIFA

Circular no. 1219

Zurich, 16 February 2010
SG/ dbo

FIFA PREFERRED PRODUCER

Dear Sir or Madam,

FIFA would like to inform you about the new Preferred Producer initiative which it launched in October 2009. Based on a significant increase in demand for artificial football turf and the growing acceptance of the FIFA Quality Concept with its FIFA RECOMMENDED quality marks, the FIFA Preferred Producer initiative is a further step in improving the delivery of quality surfaces to the consumer.

In order for artificial turf producers to be classed as a FIFA Preferred Producer for Football Turf, they must adhere to a number of stringent criteria. The producer must:

- have been an experienced manufacturer and FIFA licensee for more than two years;
- display a commitment to the continual improvement of the quality of their products;
- be responsible for everything from inception to completion of a football turf field;
- have expertise in civil engineering, project management and maintenance service.

The scheme will protect the interests of consumers who purchase pitches as well as providing transparent information about quality, performance and safety standards. We invite you to consider these additional quality guarantees and the FIFA Preferred Producers for your own projects.

FIFA is collaborating closely with various member associations and confederations to harmonise and integrate the FIFA quality standards all over the world. This collaboration consists of information seminars within the member associations, football clubs and ministries of sport, as well as a consultancy service for those organising tenders for their own football turf fields.

Enclosed you will find a short summary of the FIFA Quality Concept for Football Turf, the FIFA RECOMMENDED 1 STAR and 2 STAR quality marks and the latest list of FIFA Preferred Producers. Additional information is also available on www.fifa.com/footballturf, including an updated and user-friendly search tool for finding FIFA RECOMMENDED football turf pitches all around the world.
Please do not hesitate to contact us at any time for further information and assistance.

Kind regards,

Jerôme Valcke
Secretary General

cc:  - FIFA Executive Comittee
     - Confederations
FIFA
Quality Concept
for Football Turf

Guaranteed quality when purchasing a football turf pitch

The FIFA Quality Concept for Football Turf has been assuring the quality of football turf pitches worldwide since 2001. A FIFA-certified football turf pitch – the best alternative to natural grass – combines quality with a wide range of advantages. The key element of these worldwide quality assurance measures is the new "FIFA Preferred Producer" programme, which guarantees customers the best quality – from planning and installation to regular maintenance of the football turf pitch.

**The FIFA Quality Concept in detail**

The "FIFA RECOMMENDED" quality mark indicates football turf pitches that are durable, weather-resistant and offer maximum comfort. To be awarded this mark, pitches are required to undergo two phases of testing conducted by FIFA-accredited test institutes. In addition to laboratory analyses, these tests focus primarily on field testing to ensure the all-important quality of the installed pitch, with natural turf serving as the benchmark.

Since 2004, FIFA has used two different quality marks: the demanding "FIFA RECOMMENDED 1 STAR" standard for amateur and grassroots football has been augmented with "FIFA RECOMMENDED 2 STAR" – a standard to meet the very highest demands of elite football. FIFA-certified pitches are robust, low-maintenance, do not require any regeneration and can be used to host a wide range of events in all seasons. What is more, the investment pays off thanks to their low operating costs and high utilisation.

FIFA's goal is to ensure that the quality of these pitches is universally consistent. With this in mind, world football's governing body has taken its Quality Concept a step further by introducing reliable partners for owners of football turf pitches.

**FIFA Preferred Producer: guaranteed quality from planning to installation**

The FIFA Preferred Producer initiative takes these high standards a step further by offering buyers of football turf pitches an extensive quality guarantee. Preferred Producers manage the entire process, from planning and manufacture to installation. For producers to attain this status, they have to satisfy each and every one of the installation criteria. This means customers can rely on expert project management by an experienced and quality-oriented partner – without the need to coordinate a host of different service providers. FIFA conducts regular and thorough checks to ensure compliance with the quality standards. A list of the companies that have qualified as FIFA Preferred Producers as well as all FIFA-certified football turf pitches is available at www.fifa.com/footballturf.

E-Mail: football.turf@fifa.org
For more information about the FIFA Quality Concept for Football Turf and the FIFA Preferred Producers: www.fifa.com/footballturf